FEBRUARY 15, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

PUBLIC LIBRA
FEB 1 9 194
DETROIT

TECHNOLOGY DEPT:

SHIPS

SHEEP

SHEKELS

• Ten ocean-going ships are now afloat, the major parts of which were built in mile-high Denver. That is illustrative of Denver's diversified wartime industrial activity.

Sheep, for which Denver is the world's greatest market, helped to give Colorado farmers their best income year in two decades.

Both industry and agriculture are pouring shekels into the pockets of KLZ listeners as never before. KLZ listeners are spending their shekels with KLZ advertisers as never before.

Columbia Network • 560 Kc. *Denver*

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY

RESULTS

23,452 LETTERS

A cracker company, advertising on WLS, offered daily prizes for jingles used on their program. In 11 weeks they received 23,452 entries—all with proof of purchase! A breakdown of 12,000 of these letters revealed that 30% of the mail came from Metropolitan Chicago. It proves again that WLS is listened to, that WLS listeners *respond* . . . . and in Chicago, too!

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
PRAIRIE FARMER STATION

Burridge D. Butler
President

Glenn Snyder
Manager

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

At Last! MODERN WAR SOUND EFFECTS

We have just completed a series of truly startling Super-Sound Effect records, making available to radio for the first time, the authentic sounds of warfare as it is fought today.

There are highly dramatic airplane effects, including Spitfires, Messerschmitts, the P-38, P-39, P-47 and other modern fighters and bombers in various flight maneuvers, dog-fights, dives, etc., new ground battle effects with tanks, falling bombs, machine-gunning and cannon fire, all amazingly realistic; the official British air raid alarm and all-clear.

The release includes, in addition to 12 sides of warfare sounds, 2 sides of new train effects and 2 featuring a Midway crowd and a crowd of natives.

These remarkable new effects, like all Standard Super-Sound Effects, are pressed on genuine Victrolac, guaranteeing lowest surface reproduction, something no longer to be expected from records made of reclaimed shellac.

A catalog supplement giving complete descriptions of these new effects is now in the mail. Write for your copy at once, if you do not soon receive it.

★ *Standard Radio*

45 WEST 45th STREET
NEW YORK, N. Y.

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

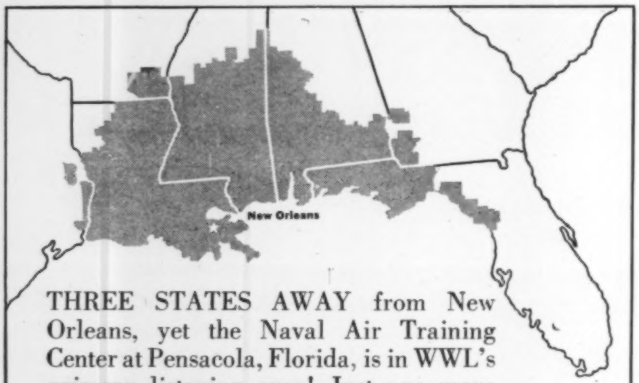
(Official U. S. Navy Photograph)

"*Annapolis of the Air*"

AT PENSACOLA, FLORIDA

IS IN WWL-LAND

and so are 10,000,000 customers from five different states



THREE STATES AWAY from New Orleans, yet the Naval Air Training Center at Pensacola, Florida, is in WWL's *primary* listening area! Just one more example of how WWL blankets the Deep South.

NO OTHER STATION for hundreds of miles can compete with WWL's 50,000 watt, clear channel signal. For complete coverage of the prosperous Deep South, you need—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

VOL. 24 • NO. 7 FEBRUARY 15, 1943

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

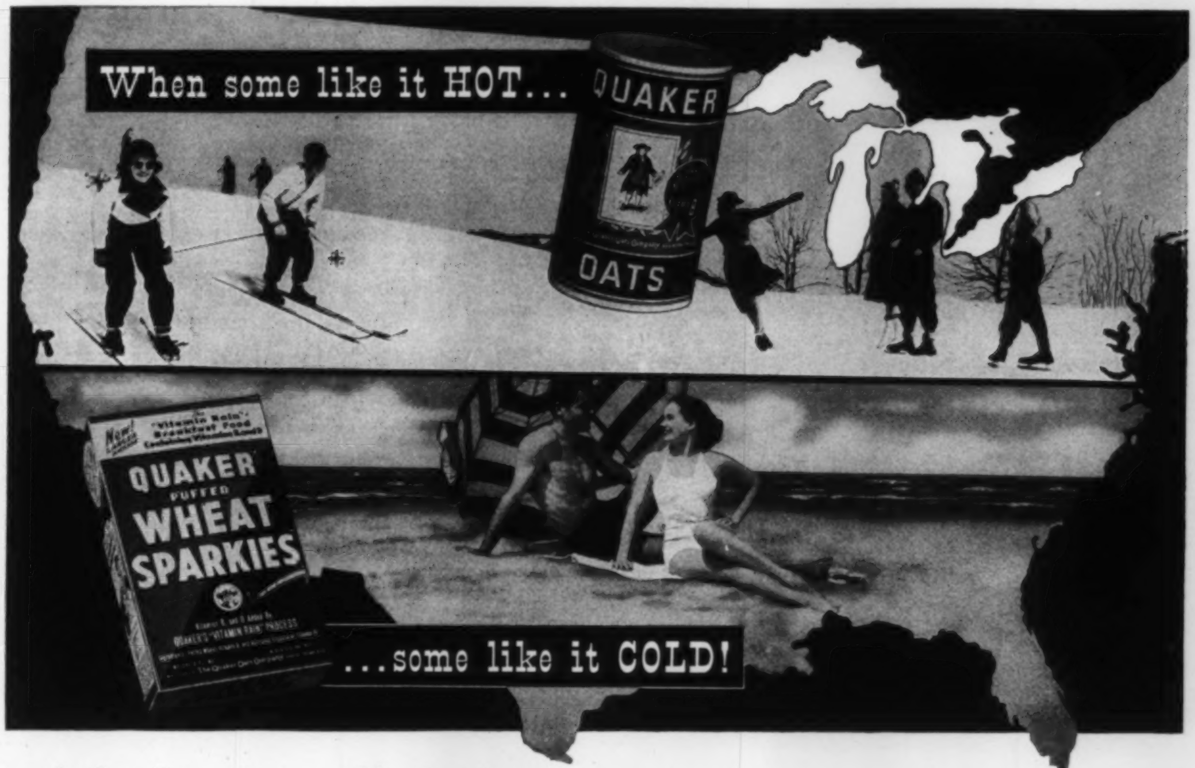
PS-ST! WANT SOME GENUINE NYLON HOSE FOR TH' GIRL FRIEND?

A better buy is KFAB. Fits perfectly over the farm and small town markets throughout Nebraska and her neighboring states. Won't pop a runner in anybody's advertising campaign. For sheer profits, get KFAB to give you a "leg up" in this midwest area. We're rationing some of our time—but there are still good availabilities left, for you.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

(This advertisement, appearing also in FORTUNE Magazine for February, is one of a FORTUNE series published in the interest of Radio Stations represented by John Blair & Company.)



and Quaker Oats sells both at once with SPOT BROADCASTING*

With so many products to sell, in all markets, under all conditions . . . tough advertising problems are a regular diet at Quaker Oats. Breakfast appetites change swiftly as seasons shift, from Winter to Summer, from North to South . . . and advertising must keep pace. Where some important brands are regional, advertising must fit the area without gaps and without waste. And on every product, budgets must be sensibly planned to get the most in sales for every dollar spent.

It's no wonder then that Quaker Oats relies so heavily on Spot Broadcasting. They know how easily this fast, flexible medium is arranged to match each season . . . to fit each region . . . to coincide with potential volume in every market. And they know that everywhere Spot Radio gives their advertising maximum effectiveness by giving them free choice of the best stations and of the best times with ready-made audiences.

Because of its complete adaptability to all of today's rapidly changing conditions, Spot Broadcasting has now become the fastest-growing form of radio advertising.

Is there a lesson for you in the way Quaker Oats makes flexible Spot Broadcasting pay? Then talk to your John Blair man. He will supplement your thinking with his merchandising experience, his knowledge of radio and his familiarity with leading radio stations.

• An interesting, informative booklet, "Spot Broadcasting," will be sent on request to advertisers and their agencies together with a list of John Blair markets and radio stations.

SPOT
BROADCASTING

JOHN BLAIR & COMPANY

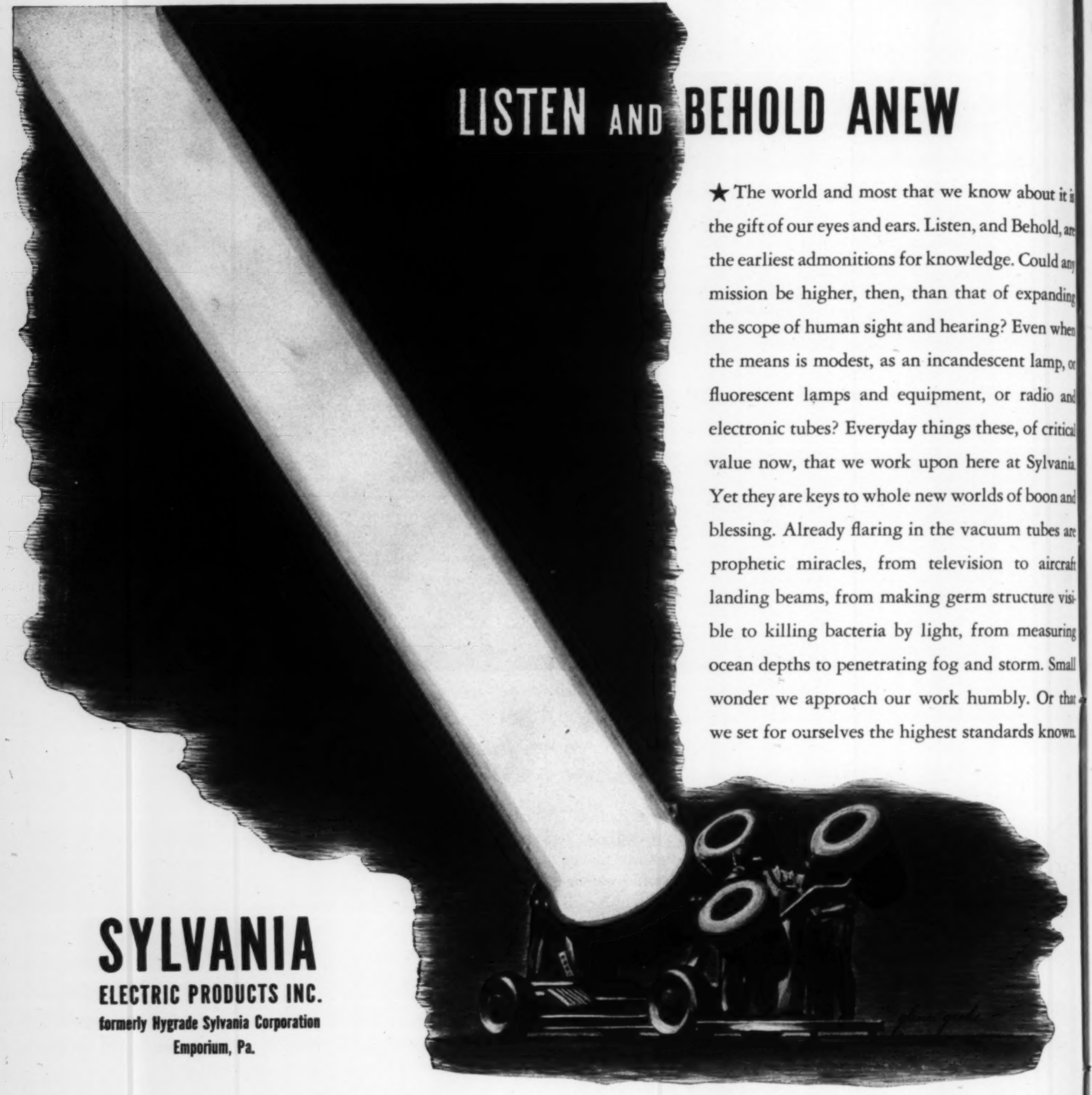
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Chicago
New York
St. Louis
Los Angeles
San Francisco

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

---

* *Spot Broadcasting is radio advertising of any type (from 25-word announcements to full-hour shows) planned and placed on a flexible market-by-market basis.*



LISTEN AND BEHOLD ANEW

★ The world and most that we know about it i the gift of our eyes and ears. Listen, and Behold, are the earliest admonitions for knowledge. Could any mission be higher, then, than that of expanding the scope of human sight and hearing? Even when the means is modest, as an incandescent lamp, or fluorescent lamps and equipment, or radio and electronic tubes? Everyday things these, of critical value now, that we work upon here at Sylvania. Yet they are keys to whole new worlds of boon and blessing. Already flaring in the vacuum tubes are prophetic miracles, from television to aircraft landing beams, from making germ structure visible to killing bacteria by light, from measuring ocean depths to penetrating fog and storm. Small wonder we approach our work humbly. Or that we set for ourselves the highest standards known.

SYLVANIA

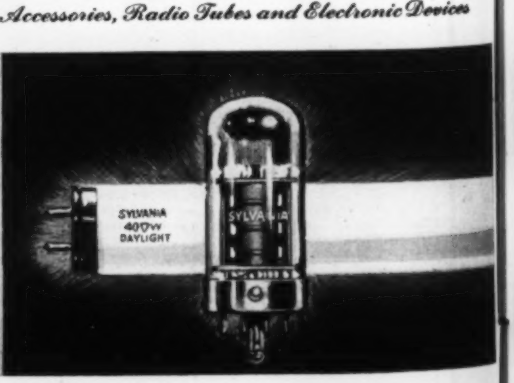
ELECTRIC PRODUCTS INC.

formerly Hygrade Sylvania Corporation

Emporium, Pa.

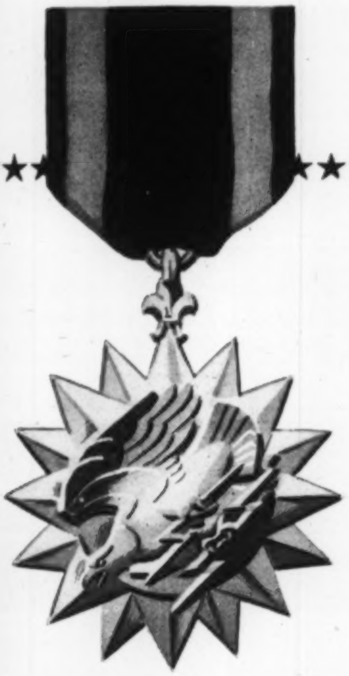
Established 1901 . . . Makers of Incandescent Lamps, Fluorescent Lamps, Fixtures and Accessories, Radio Tubes and Electronic Devices

NAME TO REMEMBER. You may find the Sylvania name and mark on radio tubes, incandescent lamps and fluorescent lamps and equipment already in your service. It is a name to remember — to hold in mind and seek out when time comes to make necessary replacements. If you then find it less easy than formerly to locate Sylvania Tubes and Lamps — just remember that war needs must come first. We are doing all we can to fill civilian needs in view of wartime necessities that must be met.



"For extreme gallantry in conduct under fire." "Courage typical of representatives of a free press fighting for a free world."

Henry T. Gorrell
of the United Press
is awarded the Air Medal



THE CITATION ACCOMPANYING THE AWARD:

"To Henry T. Gorrell, civilian representative of the United Press, serving with the American Army Air Force in the Middle East.

"While participating in a bombing mission, Mr. Gorrell displayed extreme gallantry in conduct under fire. During his mission, enemy aircraft were encountered and in combat two enemy aircraft were shot down. For several hours Mr. Gorrell rendered vital aid to a seriously wounded member of the crew. Mr. Gorrell's action undoubtedly saved the life of this soldier."

IN a bombing raid, the last plane in the flight runs the greatest risks. By the time it comes over the target, enemy anti-aircraft has had full opportunity to get the range, enemy fighters have had time to rise to the attack.

United Press Staff Correspondent Henry T. Gorrell knew this when he gained permission to fly with U. S. bombers raiding Navarino Bay, on the Greek coast. He had his choice of planes and he chose to go with the last one because, despite greater danger, it offered "the best view of the show."

Gorrell's outstanding coverage of that show involved every danger he had foreseen. The bomber in which he rode was riddled by fighter-plane and anti-aircraft fire. It reached its base with two superchargers shot away, the automatic steering gear knocked out, an aileron ripped away and several members of the crew wounded. To one of the dangerously wounded Gorrell rendered first aid on the flight home. His conduct won for him the Air Medal.

Major-General Lewis H. Brereton, commander of the U. S. Army Air Force in the Middle East, in presenting the award to Gorrell, declared his courage "typical of representatives of a free press fighting for a free world."

UNITED PRESS

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

KARL KOERPER

MANAGING DIRECTOR, KMBC, KANSAS CITY

1922	A.B., University of Kansas, Majoring in Journalism
1922-29	Adv. and Asst. Sales Mgr., Ash Grove Portland Cement Co.
1924	Secretary to International Pres., Assoc. Adv. Clubs of the World, London, England, Conference
1925-28	Editor, The Christain, National Religious Publication
1929-38	Vice-Pres. & Sales Mgr., Greiner-Fifield Lithographing Co.
1938	Vice-President, KMBC
1939	Managing Director, KMBC

TAKE a look at Karl Koerper's thumbnail biography above, and you'll discover that he's been obviously successful in almost every kind of advertising work there is. But what doesn't show is that Karl is a successful *citizen*, too, and a real civic leader in Kansas City. That's practically another page-full, all by itself.

Speaking of doing well at many different jobs, we've always been rather proud of the variety of businesses in which *our* individual men have made good, too (and then brought their experience here to F&P!). Our staff includes many who were successful agency men, publication men, radio station men—market analysis men, manufacturers, merchants, lawyers, food-specialists (but as yet no butchers, or bakers, or candlestick makers!).

We mention all this just to prove one point: To us, your business, or your clients', isn't very "different"—because at least one or two of us have probably worked in it! Why not let us see if we have any *ideas* for you, here in this pioneer group of radio-station representatives?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *1512 N. Gordon* Gladstone 3949
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 7 WASHINGTON, D. C., FEBRUARY 15, 1943 $5.00 A YEAR—15c A COPY

AFM Proposes Fixed Fee For Recordings

Manufacturers Would Pay Extra Cost To Union; Radio Not Mentioned

PROPOSALS for settlement of the American Federation of Musicians' ban on recorded music, which do not mention radio but which call for fees to be paid by the manufacturers and distributors of such music into a union fund for reducing unemployment, were mailed last Thursday to recording and transcription companies, wired music services and juke-box manufacturers. Accompanying the proposals were invitations to meet with the AFM national executive board at the union's headquarters in New York this (Feb. 15) afternoon.

Copies of the proposal also were sent to the Senate Clark Committee, appointed to investigate the union's ruling prohibiting its members from making recordings. The ban took effect last Aug. 1.

At a news conference Friday, James C. Petrillo, AFM president, predicted a settlement "within a couple of weeks". He explained that since his appearance before the Senate Committee "all along the line they are beginning to agree that there is some justice in our demands" and continued, "if they'll be fair, this will all be settled within a couple of weeks."

Queried about the absence of any mention of radio in the proposals, Mr. Petrillo declared: "We have no fight with radio. Any trouble there has been stirred up by the NAB." He denied that the AFM proposals are the same as those advanced by Samuel R. Rosenbaum, president, WFIL, Philadelphia [BROADCASTING, Feb. 1], but described the AFM plan as "entirely new and without precedent".

Fixed Fee Proposed

Describing the plan's operation, Mr. Petrillo said that the individual musicians will not receive any more pay for recording work than before, but that the additional fees will be paid directly to the union. "If we get a fund," he said, "no one but the AFM will handle it." He explained that the disposal of the funds will be on a national, not on a regional or local basis.

After a preamble describing the "many years of study and training" required to make an accomplished musician and the inroads of "canned music" upon the employment of musicians, the AFM statement says that "continuation of this situation must of necessity destroy the incentive for the study of music and eventually would destroy the entire music industry and music culture."

The union proposes: "A fund shall be created by the payment of a fixed fee to be agreed upon, for each reproduction of records, transcriptions, mechanical devices, and library service, the master of which was made by members of the American Federation of Musicians. This fund shall be used by the Federation for the purpose of reducing unemployment which has been created in the main by the use of the above-mentioned mechanical devices, and for fostering and maintaining musical talent and culture and music appreciation; and for furnishing free, live music to the public by means of symphony orchestras, bands and other instrumental musical combinations."

Stating that "canned music" includes records, transcriptions, library services, wired music and juke-boxes, AFM makes the following proposals for each type:

> **"RECORDINGS: The Federation shall receive from the manufacturer of recordings a fixed fee for each side of musical recordings made by members of the AFM, such fee to be agreed upon by negotiation.**
>
> **"TRANSCRIPTIONS AND LIBRARY SERVICE OF TRANSCRIPTIONS: Members of the Federation will make commercial or sustaining transcriptions without additional fee to the Federation providing they are played one time only. (The number of copies made of transcriptions to be determined by agreement). With respect to other transcriptions used on a rental basis, the Federation shall receive from the company engaged in the business of renting-out transcriptions a percentage of the rental charge such percentage to be agreed upon by negotiation.**
>
> **"WIRED MUSIC: The Federation shall receive from the company engaged in the business of selling wired music a percentage of the price charged, such percentage to be agreed upon by negotiation.**
>
> **"JUKE BOXES: The Federation shall receive annually for each juke box used, a fixed fee, such fee to be agreed upon by negotiation."**

Chief drawback to the recording industry's acceptance to the plan, according to industry spokesmen, is that it empowers a labor union to collect funds for private unemployment relief to be distributed by the union, contrary to previous practice that all such moneys should be collected and distributed by the Government.

Three spokesmen also said that in their opinion the plan would work against the Government's anti-inflation program by increasing the cost of recordings; that it would oppose the work of the War

(*Continued on page 52*)

House 7-Man Probe Expected To Augment Cox FCC Inquiry

A DOUBLE shot at the FCC by select House investigating committees was seen last week with the passage by the House of the Smith Resolution (HRes-102) setting up a seven-man committee with broad powers to investigate rules, regulations and directives of Federal agencies and designed to curb so-called "bureaucratic" activities.

This inquiry will not conflict with the Cox investigation of the FCC and its personnel and policies, slated to get under way next month.

New Yorker Chosen?

It was predicted by House members that the new committee, authorized to bring in recommendations for legislation to restrain activities of Government bureaus and agencies, probably would delve into FCC activities as one of its first orders of business. The committee, it is expected, will be headed by Rep. Smith (D-Va.), author of the resolution and a member of the Rules Committee who has worked closely with Rep. Cox (D-Ga.) and supported him strongly on the FCC inquiry .

Meanwhile, it was learned that the Cox select Committee would announce selection of its chief counsel within a few days. Reports from New York were that a prominent attorney of that city had been selected, but his identity would be withheld pending formal acceptance. It was understood that he is a member of an outstanding New York law firm specializing in corporate and trial practice.

With the announcement of counsel, the Committee will appoint associate counsel and an investigating staff. Chairman Cox said he hoped to get the inquiry under way by March 15.

Irrespective of the Cox Committee functions the new Smith Committee also will investigate the FCC, pursuant to the House resolution. In the detailed debate last Thursday, mention was made of the FCC as one of the agencies to be covered. That Committee also is authorized to designate special counsel and subpoena witnesses and records. It will cover the entire Washington front generally, whereas the Cox inquiry has a specific mission—the FCC, its personnel and their stewardship from the start.

Chairman Cox said the Committee would not overlook anything and that its members are not disturbed by "backfires", which he asserted had been set up in an effort to stymie the inquiry. Initial funds of $60,000 already have been approved by the House Committee on Accounts for the investigation.

It was presumed that Rep. Cox's reference to "backfires" dealt with the resolution adopted by the ex-

(*Continued on page 44*)

Blue Clarifies Stand on Commentators

House Group to Probe Winchell Status At Hearing

MUZZLING commentators is not the intent of the BLUE, developments in the wake of the Walter Winchell "damn" slip a fortnight ago, indicated last week. Misinterpretation of a memorandum to BLUE news editors led to published charges that the network had forbidden criticism of Congressmen and other Government officials and employes, according to Mark Woods, BLUE president. It was indicated that the whole thing was a "tempest in a teapot" and would blow over quickly.

Meanwhile Chairman Vinson (D-Ga.) of the House Naval Affairs Committee, announced Friday that his Committee was to consider the case of Mr. Winchell as a Naval Reserve officer in executive session Monday, Feb. 15, with public hearings scheduled to begin Tuesday or Wednesday. Secretary of the Navy Knox, Mr. Woods, Mr. Winchell and others are expected to be called to testify as to the commentator's status.

"Healthy Sign"

While discussion was aroused over the controversy, which also involved Drew Pearson, Washington columnist and BLUE commentator, Mr. Woods made it clear that there was no issue of freedom of the air involved. There was considerable discussion about new "rules" issued by the BLUE tending to "gag" its commentators, but it developed that the so-called "rules" merely were memoranda designed to cover a specific situation not likely to recur.

Mr. Woods emphasized there had been no new rules issued and that the standards governing news broadcasts invoked for several years by BLUE, when it was a part of NBC, still stand. The brief instructions following the Winchell incident were simply for the information of commentators and established no new policy. They covered only "derogatory remarks" as against "fair criticism," which always has prevailed not only for BLUE but for all networks and for the industry as a whole.

"The discussion now in progress is a healthy sign," Mr. Woods asserted last Friday. "I believe that the views expressed by the commentators themselves will help to draw the line clearer between the fair and factual, and the unfair and unfounded criticism which would really destroy the freedom of the air."

Long recognized as an advocate of freedom of the air, Mr. Woods was influential in the drafting of the original industry code provisions and the NBC and BLUE requirements covering handling of news. The incident caused a furore because of reverberations in Congrss and general agitation. It was felt that insofar as the BLUE's news commentaries are concerned, there would be no discernible change in handling and no change whatever in overall policy.

Mr. Woods took the position that the open discussion would cause no controversy and would help all concerned in an understanding of the situation. The BLUE's position that there should be a distinction between derogatory remarks and fair criticism follows policies prevailing in the newspaper field generally.

Following the Winchell broadcast of Jan. 31, which caused the introduction of a resolution (HRes-95) by Rep. Hoffman (R-Mich.) for a report on the status of the commentator as a lieutenant commander in the Naval Reserve [BROADCASTING, Feb. 8] the BLUE notified its news editors to beware of "derogatory remarks". This was done simply to keep them on their toes, it was stated. This memorandum, which Mr. Woods explained as an interpretation of existing rules, follows:

"No remarks shall be made which are derogatory of any member of either House of Congress, member of the President's Cabinet or any other person holding any public office.

"No derogatory or insulting remarks about either House of Congress or any groups of members in either House or any Federal agency or employe thereof.

"No remarks which might im-

(*Continued on page 45*)

1903 Irvin Ray Baker 1943

IRVIN R. BAKER, one of radio's best-known pioneers, died suddenly last Tuesday in Camden of a cerebral hemorrhage. He was 39.

Mr. Baker was at his office at RCA Mfg. Co. in Camden when the attack came. While he had been ill intermittently for several months, he had lost little time from his work. Immediate cause of Mr. Baker's death was a hemorrhage, presumably induced by high blood pressure. He had undergone treatment for a streptococcus infection in his thigh and recently had been under doctor's care.

Joined G-E in 1927

Formerly head of RCA's broadcast transmitter sales, Mr. Baker last year was assigned to advance the development of electronic applications to war industries and to post-war planning. He was one of the best-known and best-liked figures in the radio, television and electronics fields.

Born on a farm in Freedom Township, Adams County, Pa., on Oct. 6, 1903, Mr. Baker attended the public and high schools of the township and later attended Gettysburg College. He had become interested as a boy in "wireless". After he received his B.S. degree, he continued his studies toward another degree in electrical engineering.

Shortly following his graduation, Mr. Baker entered the employ of General Electric Co., Schenectady, in 1927. He was placed in charge of operations of the famous Schenectady high-powered station, WGY, one of the first stations in the country. Such figures as Andrew D. Ring, former FCC broadcast engineering chief; Lt. Com. Joseph A. Chambers, now in the Navy, who built the WLW 500,000-watt transmitter; Lt. Com. A. B. Chamberlain, former CBS chief engineer, and Harold Vance, who is with RCA in Camden, all served their radio apprenticeship with "Bake" at Schenectady.

I. R. BAKER

In 1929 "Bake" joined RCA and within a few days his qualities of leadership and pioneering knowledge led to his appointment as head of broadcast transmitter sales at the Camden plant. He was a familiar figure at NAB conventions, as head of RCA's technical contingent. He was responsible for many innovations in design and construction of broadcast transmitters.

With the war's outbreak, Mr. Baker devoted most of his time to research in the use of high-frequency radio current, to speed war production. He remained the actual head of broadcast equipment operations, however.

Mr. Baker is survived by his wife, the former Eleanore Oland, of Ewan, N. J., whom he married two years ago, and their first child, Robert Oland, born last Jan. 4. Interment was at Gettysburg Feb. 12.

FTC to Act Soon On Rebate Inquiry

Ewin Davis Promises House Quick Decision on Report

PROMISE of early action by the Federal Trade Commission on its preliminary inquiry into radio discount and rebate policies was made by Commissioner Ewin L. Davis to a subcommittee of the House Appropriation Committee, records of hearings on the Independent Offices Appropriations Bill revealed last week.

Replying to inquiries from Rep. Wigglesworth (R-Mass.) on the progress of the investigation, Commissioner Davis said that "a very thorough investigation" had been made of the whole industry and that the Commission would act just as soon as it gets a report.

Report Ready

The investigation has already been finished, and the report is now apparently ready for the Commissioners, since Samuel Williams, chief examiner in charge of the case, is known to have cleaned up his work before leaving for military service. FTC Counsel William Kelley some time ago promised the House committee that Mr. Williams would finish the radio case before leaving.

Active Congressional interest, if not inspiration for the case, was also revealed at the Appropriation Committee hearings. Congressman Wigglesworth, in questioning FTC counsel Kelley, asked the status of the radio inquiry "promised us a year ago."

Inquiries of this nature, FTC has repeatedly warned, are purely routine, and broadcasters have been cautioned against assuming that complaints will inevitably result.

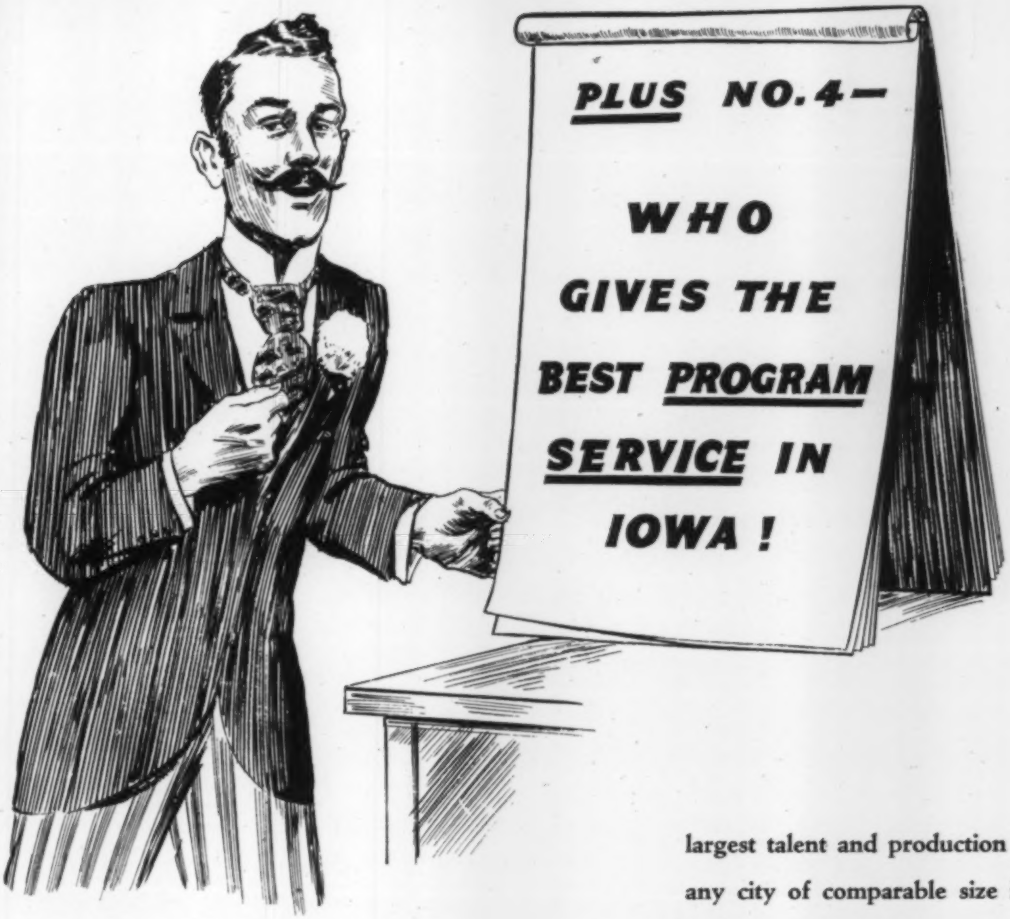
LaRoche to Ad Council

CHESTER J. LaROCHE, chairman of the board of Young & Rubicam, has taken a leave of absence from the agency effective immediately to devote all of his time to the post of chairman of the Advertising Council, which has lacked a fulltime operating head since the resignation of Miller McClintock as executive director to become president of MBS. The council has abolished the position of executive director. One of the founders of the council and an active leader in its activities since its inception, Mr. Laroche emphasized the increased responsibilities of business in advancing the war effort on the home front and the place of advertising in mobilizing the people and in keeping them informed and inspired.

Elgin Starts March 7

ELGIN NATIONAL Watch Co., Elgin, Ill., (institutional) on March 7 starts *The Man Behind the Gun* on 59 CBS stations Sundays, 10:30-11 p.m. Program has been sustaining Wednesdays, 10:30-11 p.m. Agency is J. Walter Thompson Co., Chicago.

XUM



● When you come right down to it, NBC provides a daily and nightly dish of entertainment that's awfully hard to *approach*—much less *beat!* So when we say WHO is the only NBC outlet in Iowa, we're also going a long way toward proving that we've hardly any competition in program service!

But that's only about half of our program-service story! WHO local live talent programs are definite additions to our entertainment menu. Under the direction of Harold Fair, WHO has built the largest talent and production staff to be found in any city of comparable size in the entire United States.

Besides that, WHO maintains the most elaborate news-broadcasting facilities in Iowa, and renders such unique service that our news is followed by millions of fans *from Coast to Coast.*

That's Plus No. 4 for WHO. You want to surround your commercials with the best programs heard in Iowa. You can do it at WHO, and *only* at WHO! Write us for all the other Plusses, or ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Censorship Centralized Under New Code

New Restrictions, Foreign Tongue Provisions

Text of revised code on page 24.

CENTRALIZATION of all domestic censorship, a few added restrictions, more stringent supervision of foreign language broadcasts and definitions of "appropriate authority" are provided in the revised Code of Wartime Practices for American Broadcasters. The new Code was released last Wednesday by Byron Price, Director of the Office of Censorship.

Dated Feb. 1, 1943, the new Code, effective immediately, supersedes the original Code of Jan. 15, 1942 as well as the first revision dated June 15, 1942. It clarifies many questions which have arisen since the last revision eight months ago, adding sections relating to simulated air raids and blackouts and others.

Foreign Tongues

Most stringent regulation provided in the new Code covers foreign language broadcasts. Under new provisions the Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all persons engaged in foreign language broadcasting who, in the opinion of Censorship, "endanger the war effort of the United Nations by their connections, direct or indirect, with the medium."

Bases of judgment in exercising this function will be two-fold: "Current material written for broadcast or broadcast over American facilities, and past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies."

The Code makes it clear, however, that the individual management is not relieved of the responsibility of employing only those whose loyalty the management does not question. Station operators further are charged with the responsibility of reporting any personnel who might be suspected to the Office of Censorship.

Praise From Ryan

J. Harold Ryan, assistant Director of Censorship in charge of radio, asserted that some 150 foreign language stations are broadcasting more than 1,500 hours weekly in 29 or 30 languages and the job of policing such broadcasts couldn't possibly be carried on in one office. He commended the station operators who are cooperating fully with Censorship. He explained that the Broadcasting Division had set up a separate section for foreign language operations.

The Code governing broadcast of news generally parallels the press Code except in weather information, where broadcasting restrictions still are severe. Sportscasters may use such terms, however, as "game called because of weather", "wet grounds", "muddy field". Terms such as "clear", "rain", "windy", "overcast" are "an index to weather conditions over a large area and should not be employed," says the Code.

Although the Office of Censorship was established shortly after the U. S. entered the war, individuals of several Government agencies have exercised their own censorship in the past, while others released information held contradictory to the Code. In emphasizing there is but one Office of Censorship, to which all queries regarding such problems should be routed, Mr. Price pointed to a foreward in both the broadcasters Code and press Code which reads:

Basis of Authority

"The Code of Wartime Practices is issued pursuant to instructions by the President, who commissioned the Office of Censorship to supervise domestic voluntary censorship. You are reminded that whenever anyone else, in any part of the country, makes a request which appears unreasonable or out of harmony with the Code, you are at liberty to appeal at once to the Office of Censorship. Much confusion would be avoided if such appeals were more frequent."

In the last war postmasters, sheriffs, county chairmen and other semi-public officials were instructing newspapers as to what news could be published and what couldn't, Mr. Price recalled. Some of that has been true in the present war, but more and more both radio and the press have taken their censorship problems to the Office of Censorship and by-passed other officials.

"You'd be surprised," he said, "to know how many unreasonable requests we have been able to squash because publishers and broadcasters appealed to us. There is but one Office of Censorship. We ask you to call us if you have any doubts." In the overall Washington operation steps have been taken to channel information through public relations offices and to divert any problems of censorship to Mr. Price's Office.

Referring to the revised Code as representing the "progress of the Administration to keep pace with the progress of the war", Mr. Price said greater emphasis has been placed on the protection of military units overseas. Relaxations have been allowed in information regarding war production because "our production is pretty good now".

The Printer Again

WHEN COPIES of the revised Code of Wartime Practices for American Broadcasters reached the Office of Censorship for distribution, 10 minutes before Director Byron Price was scheduled to release the new Code at a news conference last Wednesday, it was discovered that the Government Printing Office omitted an important exception to weather broadcast restrictions. Consequently Censorship had to get out riders including the following exception: "News regarding flood conditions may be broadcast provided it contains no reference to weather conditions."

He paid tribute to both broadcasters and publishers for their cooperation with the Government in applying the voluntary Code. "Newspapers and broadcasters have been singularly cooperative," he declared.

The Director of Censorship explained that his office is not responsible for censorship of news from combat zones, including North Africa. Such censorship is handled by the military.

Referring to suppression of news after it has once been published, Mr. Price said his organization had never taken the position that information could be suppressed after publication. In rare exceptions, where some small paper with limited circulation published a story, he said, efforts might be made to keep the information confined to the local area.

Censorship position on the priority of publication is contrary to a past War Dept. policy that even though a story had been published in a metropolitan newspaper, like the *New York Times*, it should be suppressed in all other media. The "special note" which sets out that the Office of Censorship was created by Presidential order places full responsibility in such instances on the shoulders of Censorship and not other Government agencies. Mr. Price explained, however, that his office is cooperating with other Governmental functions.

Legislative Problem

Most of the new provisions in both Codes already are outstanding in the nature of special requests from broadcasters and newspapers, said Mr. Price. Solutions of many problems without precedent, which have been decided upon as they arose, have become new clauses or revisions in the Code.

One question still remains to be settled—the status of State Legislatures or individual legislators a "appropriate authority" when they deal with information restricted by the Code. Censorship has ruled that a Congressman is "appropriate authority" but the problem of State Legislatures and individuals is under consideration, according to Mr. Ryan.

With reference to news about the Armed Forces, the new Code elaborates over the last revision, carrying heavier restrictions in some instances and relaxation in others. The Code lists information which may not be used concerning troops both at home and abroad.

In the Action at Sea section the new Code restricts information about the sinking or damaging from war causes of war or merchant vessels in any waters, unless officially released for publication and broadcast by appropriate Naval authority. Under the old Code information made public outside the United States could be used, with the origin specified.

A new clause in the Code covers accredited military and naval correspondents, accepted by the War or Navy Departments to visit restricted areas in the United States. Censorship exercises no control over such correspondents, inasmuch as any area attacked by the enemy would be placed under military control immediately and censorship would be handled by the armed forces. The Code is applicable, however, to broadcast operations outside the declared area.

Sabotage Provisions

Sabotage, which was included under Production in the old Code, now is set aside in a separate section. Restricted are specifications (including information on bottlenecks) which saboteurs could use to damage war production plants, transportation lines, public utilities, or other military objectives or any information indicating sabotage. No mention of sabotage should be made in reporting accidents, unless authorized by the military

(*Continued on page 55*)

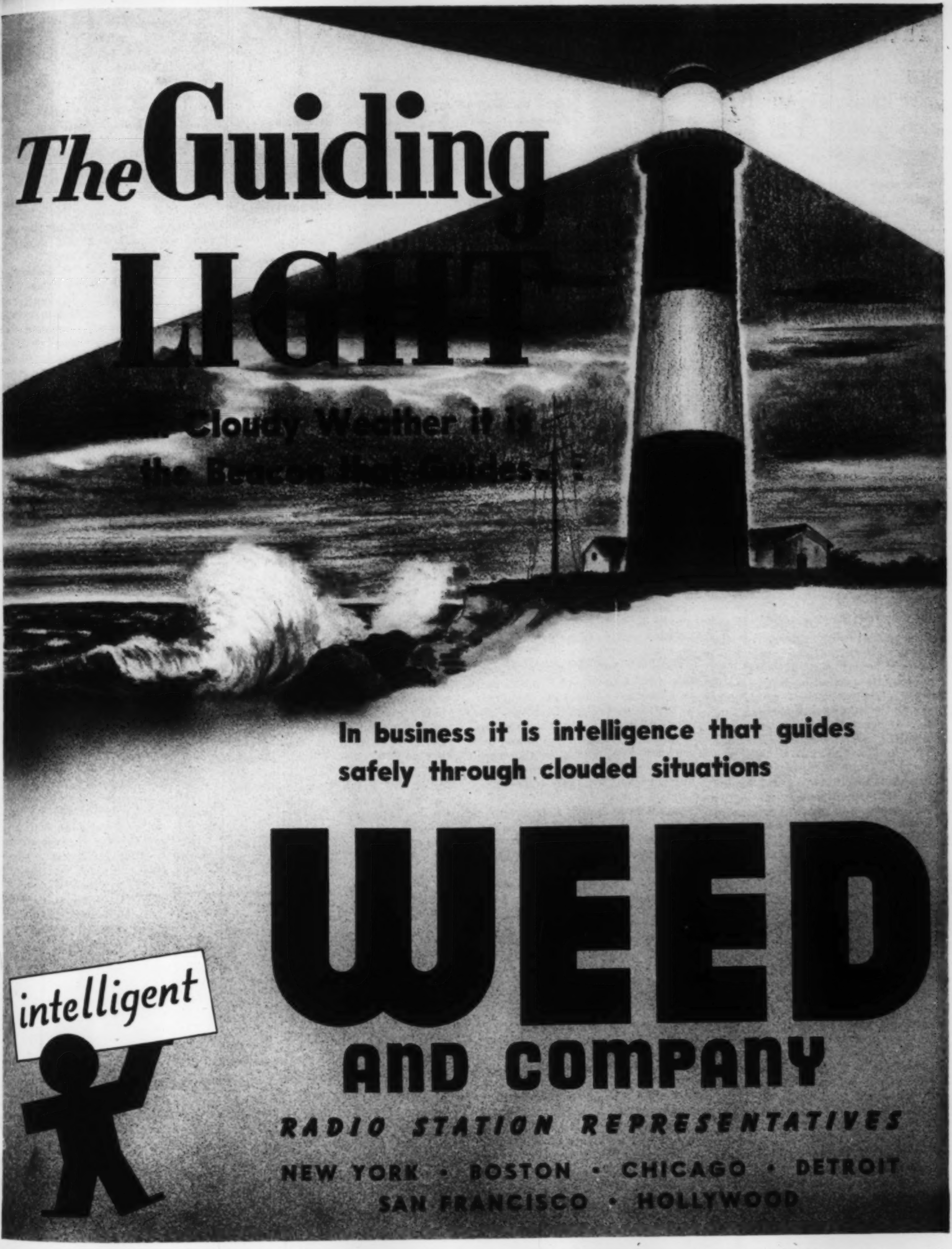
REST BEFORE AIR FOR ELMER DAVIS

ELMER DAVIS, director of the Office of War Information, reiterated his intention to go on the air with a weekly program of war information at his news conference last Wednesday.

He added, however, the program would not start until he first had a chance to get away for several days. Reports have it that Mr. Davis' health is such as to make a rest necessary in the near future.

In any case he may be expected to take the air toward the end of this month, broadcasting on Fridays over NBC, CBS and BLUE, 10:45-11 p.m. MBS will rebroadcast the program each week by transcription, probably on Saturday afternoon.

XUM



The Guiding LIGHT

Cloudy Weather it is the Beacon that Guides . . .

In business it is intelligence that guides safely through clouded situations

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

Half-Million Cut From Funds for FCC

Bill Also Recommends Deletion of Another Quarter Million

CUT OF a half-million dollars in the FCC appropriation for the 1943 fiscal year, along with a recommendation that another quarter-million be lopped off, was made to the House last week by its appropriations committee in submitting the new Independent Offices Appropriation Bill. The measure was scheduled for House consideration Feb. 15 with indications of a fight on some FCC funds.

The bill carries a total of $7,609,914 for the FCC, which is some $223,000 more than its current 1942 budget but $480,000 less than the budget estimate. Moreover, the committee called the attention of the House to provisions for $206,000 for its "War Problems Division," which has been in controversy, and of another item of about $28,000 for a hemisphere communications unit.

Declaring it had not eliminated these funds because they were requested as a "national defense measure," the committee said it regarded the value of these projects with "some skepticism and recommends that the Commission carefully consider the desirability of discontinuing them."

FCC Work Probed

Coincident with release of the appropriations bill and the committee's report last Tuesday, the subcommittee handling independent offices made public the formal hearings on the appropriations held Jan. 15. The hearings covered testimony by FCC Chairman James Lawrence Fly, Chief Engineer E. K. Jett, and Robert D. Leigh, director of Foreign Broadcast Intelligence Service, plus other department heads. As in the past, there was cross-examination of the Commission on its policies and expenditures.

National defense functions of the Commission, largely reposing in FBIS and the Radio Intelligence Division, were reviewed for the committee, since their operations involve all save $2,000,000 of the FCC's appropriation. There was no reduction in the appropriation for regular activities of $2,000,000, but Chairman Fly told the committee that practically all of the Commission's work now was involved in the war effort. The actual cut was in connection with personnel.

With several House committees authorized to inquire into war activities and staff of Government agencies, the action on the FCC appropriation is regarded as only the first phase of the economy drive. Congressional effort to withhold salaries of Government employes suspected of Communist front activities also figures in the FCC's picture because of the mention of three FBIS executives by the Dies Committee as purportedly in that group. Considerable committee interrogation covered such activities.

Also figuring in the committee hearings was the now famous "skeleton-rattling" inquiry of the FCC, involving former Commissioner Sam Pickard, among others. It was disclosed for the first time, under persistent questioning of committee members, that the Commission spent about $10,000 for the inquiry and that it appeared to be a dead issue. Chairman Fly brought out that the Dept. of Justice was not inclined to take action either in the Pickard case or in another proceeding into which inferred allegations of bribery entered (see article on this page).

Allotment of Funds

The full Appropriations Committee, in its report to the House, pointed out that it had approved the budget estimate of $2,000,000 for regular activities, which was the amount of the 1943 appropriation, and had allowed the total amount provided for the current year for national defense activities plus such sums as are necessary to place certain personnel in FBIS and the law department on a full-year basis. The committee said it had added $227,000 to the 1943 appropriation for this purpose, but had denied additional funds requested "for the expansion of other services."

Chairman Fly, in his Jan. 15 appearance behind closed doors, told the subcommittee that of the Commission's aggregate requested budget only $260,000, or about 3%, actually would be devoted to regulation of broadcasting. The remaining 97% is utilized for "highly important but much less known activities," he said.

Much time was devoted by Chair-

(*Continued on page 50*)

FCC Drops Ancient Inquiries Conducted at Cost of $10,000

AFTER A year of secret inquiry and expenditure of approximately $10,000, the FCC has about given up its so-called "skeleton-rattling" investigation of former Commissioner Sam Pickard as well as inquiries into other purported improprieties in the earlier days of radio regulation.

That was revealed by FCC Chairman James Lawrence Fly and General Counsel Charles R. Denny Jr. in testimony before the House Appropriations Subcommittee on Independent Offices, made public last Tuesday coincident with the introduction of the new appropriations bill for the FCC and other independent agencies.

A slash of about a half-million dollars in the Commission's appropriation was recommended by the Committee, along with the suggestion that another quarter-million be lopped off for activities it regarded as of dubious value.

Secret Hearing

Closely questioned by Rep. Wigglesworth (R-Mass.), a member of the Cox special committee to inquire into FCC's activities, and by Rep. Dirksen (R-Ill.), Chairman Fly for the first time revealed that approximately $10,000 had been spent on the inquiry. John D. Farnham, of St. Paul, had been retained as special counsel for this inquiry but was assisted by five other members of the Commission's staff, including Commissioner Wakefield, who presided over a secret hearing in Chicago several months ago.

The story of the inquiry was unfolded under the prodding of the Committee members.

Mr. Fly first discussed the matter off the record and Mr. Dirksen raised only the question of the cost of the investigation and whether it had been completed. First the chairman, who was understood to have been largely responsible for the inquiry, said the inquiry was complete though there might be other developments. Afterward, however, Mr. Denny declared that unless something "new opens up that we do not have any information about now" the investigation was closed.

Mr. Fly originally commented that occasionally there are offshoots from investigations of that kind and he pointed out a serious question had arisen as to whether or not Mr. Pickard has not had a "secret interest, an unreported interest, in Station WOKO in Albany, N. Y." He said there was "some indication he has had that substantial interest in the station through the years." (The FCC recently set the WOKO renewal down for hearing, to investigate allegations that one of Mr. Pickard's relatives holds a one-fourth interest in the station.)

The statement regarding cost of the investigation indicated that Mr. Farnham had received a total of $6,115 for salary and travel, the former on a per diem basis. The balance of the $9,804 expenditure was for regular Commission employes and was based on estimated time spent on the investigation.

On the-Record-Answer

When Chairman Fly sought to explain the status of the investigation "off the record", Mr. Wigglesworth insisted he wanted some "answer" on the record.

Mr. Fly explained that the entire record of the Pickard matter and related incidents had been referred to the Attorney General, but that the department recently concluded it did not contemplate taking any action on the basis of that record. He alluded to the conclusions by the department that the statute of limitations had expired and denied that the statements said to have been reported by Mr. Farnham had been "refuted and disproved".

After Mr. Wigglesworth had asserted he felt the matter should be cleared up since the charges were of a "most serious character", Mr. Fly said he thought the Commission had devoted all of the time and money it ought to devote to that matter "at this time".

Describing what he understood to be the scope of the inquiry, Mr. Wigglesworth said he understood Mr. Farnham reported that Commissioner Pickard's conduct had been "grossly improper" while in office and that he also reported that charges had been made against another "former member" of receiving "financial gratuities from a licensee or licensees". It also was reported, he said, that one of the licensees had admitted he had mysteriously turned over to his attorney some $4,000 worth of Government bonds, "in order to acquire the facilities he had asked the Commission for, and that he had a list of five members of the Commission who would or had voted favorably in this case." He asked pointedly whether those charges had been "disproved".

Declaring he had given the best answer he could on the Pickard investigation, Mr. Fly said he did not know about the particular quotations and commented that Mr. Farnham had submitted a more lengthy report.

Justice Dept. Rejection

"At any rate," he continued, "I do know and will tell the committee, frankly, he did raise serious questions of that character regarding that one station in Minneapolis. By the way, the statements which you refer to there, Mr. Wigglesworth, were not under oath and, when the heads of the station who had made the statements were put under oath, they did not pan out as indicated by that language.

"So that the testimony in the investigation did not meet up, did not have the same grave quality or the extent which Mr. Farnham thought it probably would have, based upon some oral conversations which he had had with those men. Nevertheless, and despite the absence of such a convincing record, we forwarded that file to the Dept. of Justice and the Dept. of Justice studied that file and reported back that, on the basis of that record, they were not prepared to proceed in the matter."

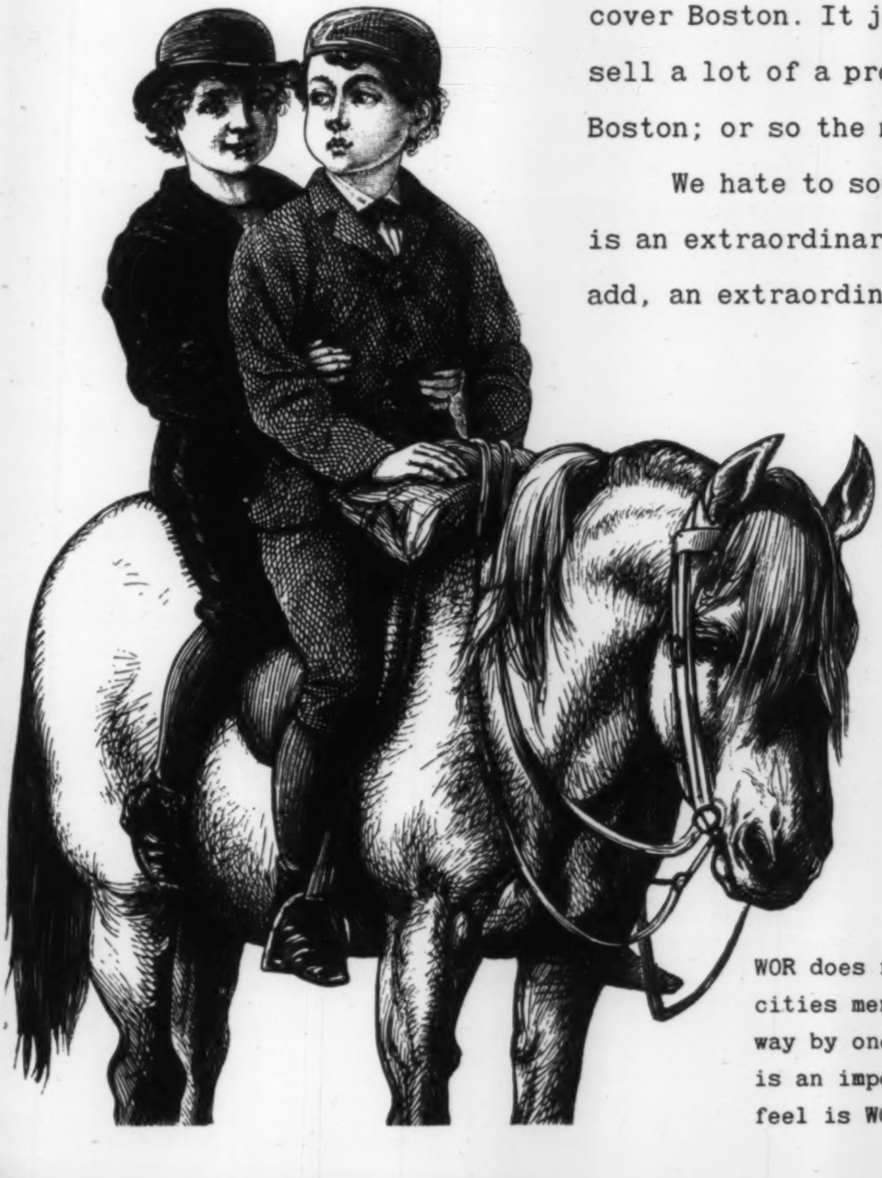
Asked by Mr. Wigglesworth whether the investigation now is closed, Mr. Denny first commented that it was unless something new opened up. Mr. Fly closed the interrogation with the observation "in the absence of any further evidence on the subject, I assume so; yes, sir."

WOR is like a pony...

We mean—WOR can take you today for a smooth and economical canter into 16 of the nation's greatest war-active cities of more than 100,000 people each.

WOR, to be quite explicit about it, will hoof along blithely with your message into Jersey City and Camden and New Haven. It will pad gaily down the road to Bridgeport for you, too. Not to mention Hartford and even Wilmington—which is in Delaware—and ten other dynamic eastern war centers which we will be delighted to rattle off for you at the drop of a request.

WOR may even sell your product for you in Boston—though WOR does not attempt to cover Boston. It just so happens that WOR did sell a lot of a product called "Press-On" in Boston; or so the maker tells us.



We hate to sound vain about it, but this WOR is an extraordinary proposition. At, we might add, an extraordinarily low price.

our address is—

WOR

—that power-full station
at 1440 Broadway
in New York

WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

Supreme Court Net Ruling Seen by Spring

Economic Survival Issue Argued At Length

THE FIGHT for economic survival by NBC and CBS, growing out of the four-year effort of the FCC to assume regulatory control over the contractual relations between networks and their affiliates, was placed in the lap of the Supreme Court last week, in the final phase of the litigation over the FCC's chain-monopoly regulations.

The court listened four hours to argument by counsel representing the FCC, NBC, CBS and Mutual. Summarized in this discussion was the ponderous testimony gathered by the FCC in its chain-monopoly inquiry which began in 1938, along with the results of three separate judicial reviews—one of them in the Supreme Court itself. Few new notes were struck, but the court listened closely and there were questions from six of the seven judges who sat.

Decision Challenged

NBC and CBS seeks to overturn the opinion of the statutory three-judge court in New York, which held that the FCC has authority under the Communications Act to regulate contractual relations of networks with their affiliates, through the stations as licensees. The FCC, through solicitor General Charles Fahy, steadfastly held it had accorded a full and free hearing to all of the parties and that they were on notice from the start that the intent was to ferret out the purported monopolistic tendencies of the major networks and introduce competition.

Sitting on the court were Chief Justice Stone and Associate Justices Roberts, Reed, Frankfurter, Douglas, Murphy and Jackson. Associate Justice Black did not participate, presumably because C. J. Durr, his brother-in-law, is a member of the FCC. The ninth member, Justice Wiley B. Rutledge, who was confirmed by the Senate last week, had not yet taken his seat.

On June 1 of last year, the same court sent the FCC's chain monopoly regulations back to the Federal District Court in New York for full review on the merits, holding in a 5-3 opinion that the lower court had jurisdiction. The majority opinion in that case was written by Chief Justice Stone, who was joined by Associate Justices Roberts, Murphy, Byrnes, and Jackson. Associate Justice Frankfurter wrote a detailed dissenting opinion, upholding the lower court which previously had sustained the FCC's motion to dismiss for want of jurisdiction.

Arguing against the contentions of the Solicitor General were John T. Cahill, chief counsel for NBC; Charles Evans Hughes Jr., chief counsel for CBS, and E. Willoughby Middleton, representing Stromberg-Carlson, licensee of WHAM, Rochester, NBC affiliate which was a participant in the original appeals. Louis G. Caldwell, chief counsel for Mutual, argued in defense of the Government's position, utilizing part of the Government's two hours of time.

While NBC directed its argument principally against Regulation 3.104, banning time options, CBS protested virtually all of the regulations, but attached no weight to the time option ban and the elimination of exclusive network affiliation, which it contended in effect would make all stations free agents insofar as network affiliation is concerned.

The Solicitor General insisted that option time would be permitted on a "non-exclusive" basis, while Mr. Caldwell held that the lack of available outlets in many important markets frustrated the effort of Mutual or any other network enterprise to compete effectively with the old-line networks, which had affiliates in these essential markets.

Mr. Middleton told the court Stromberg had no idea that the purpose of the Commission's original inquiry was to rule out network affiliation contracts. He pointed to the satisfactory relationship between his station and NBC and urged that the entire proceeding should have been conducted on the basis of economic regulation, rather than as a legislative inquiry. The facts adduced, he held, would have been geared toward that end.

See Spring Action

Court observers expected the court to act by mid-March, in view of the fact that the NBC-CBS appeals were brought under the Urgent Deficiencies Act and therefore will have right of way. The arguments began last Wednesday and carried over through Thursday. A considerable portion of the time was consumed by questions from the bench, notably during the Solicitor General's two separate appearances — one to answer NBC and the second in rebuttal to CBS.

Mr. Cahill, in opening his argument, contended that station rights in effect were being denied, rather than regulated, under the Commission's proposed orders. He argued the fundamental question of freedom of speech, declaring that the regulations contravene the Constitution.

Without the time option contract, the attorney contended, there would be no continuous supply of programs and no network would be in a position to attract the necessary economic support. He called commercial programs the "economic foundation" of a free American radio.

Calling attention to the anti-trust suit brought by the Dept. of Justice against NBC and CBS covering practically the same issues and scheduled for trial in April, Mr. Cahill argued that this proceeding, in his judgment, constituted the proper course. He questioned the right of the FCC to invoke the anti-trust statutes.

Recalls Old Laws

Solicitor General Fahy dug back into the legislative archives of 1927 and 1933 to prove the Government contention that Congress meant to have the networks regulated, pointing to Section 301 (i) of the Communications Act, which authorized it to make "special regulations" applicable to stations engaged in chain broadcasting.

This contention, however, was strongly questioned by CBS Counsel Hughes, who also alluded to the same Congressional debates to support his contention that the provision dealt only with physical aspects and means of eliminating duplication of chain programs in radio's earlier days.

He pointed to other provisions of Section 301, all of which, he said, dealt with technical and physical, rather than contract or business factors. This argument resulted in close questioning.

Answering the contention of Mr. Middleton, Mr. Fahy said that the Commission had given full notice that it would go into contractual matters and that there was ample evidence of this in the more than one million words of testimony and in the voluminous exhibits introduced in evidence.

Holding that the networks had had a full and fair hearing and had not sought to introduce any new evidence, the Solicitor General said there was no possible reason for a new hearing.

Within the Act?

Mr. Fahy dismissed the free speech contention with the observation that simply because stations are licensed, due to the crowded condition of the radio spectrum, this issue is not present. The regulations do not deal with what anyone may say at any time over the air, he said. The question is whether the regulations come within the statute, and not whether the statute is constitutional, he argued.

When Chief Justice Stone inquired whether the provision relied upon in the law dealt only with "scientific or mechanical" matters pertaining to chain broadcasting, Mr. Fahy said it obviously covered business aspects but had no relationship to sponsorship of programs. Mr. Fahy added the Senate committee in its report on the original Radio Act in 1927 did not touch upon the network regulation factor.

The Chief Justice observed that he understood that networks were free to run their business "any way they choose." He asked what the repercussions of the regulations might be to the existing system of broadcasting.

Mr. Fahy enumerated the regulations and held that on the most controverted one, dealing with option time, he was confident there would be no hardship and that the medium would "survive these regulations". Declaring that there was no criticism of the program service of the networks implicit in his argument, he said that as a citizen he enjoyed the programs and regarded radio as the "best advertising medium ever known to man."

On behalf of CBS, Mr. Hughes declared that many points remained to be covered, but that aside from the time option regulations, CBS feels the "disastrous impact" of the other regulations, too. He pointed out that the FCC relied both on its "ruling power" and its "licensing power", declaring that it had to be one or the other since they are incompatible.

Mr. Hughes laid great stress upon the revision of the regulations as finally drafted, which specify that no station shall "enter into"

(Continued on page 54)

VICE-PRESIDENTS all are these broadcasters who attended the recent NBC War Clinic at Cincinnati's Netherland Plaza hotel. Discussing radio's wartime job are (l to r): Clarence Menser, NBC v-p in charge of programs; Roy Witmer, network's v-p in charge of sales; James D. Shouse, Crosley Corp. v-p in charge of broadcasting and chairman of NBC's 1943 Stations Planning and Advisory Committee; William S. Hedges, NBC v-p in charge of stations; R. E. Dunville, Crosley v-p in charge of sales; F. M. Russell, NBC v-p in charge of Washington operations. Representatives from 30 stations in Lower Michigan, Indiana, Ohio, West Virginia and Kentucky attended clinic.

RADIO WAR-GRAM

PUBLISHED BY

Western Electric

IN RECOGNITION OF THE INDUSTRY'S CONTRIBUTIONS TO THE WAR EFFORT

...FOR RADIO'S FINE RECORD IN 1st WAR YEAR

When the Japs hit Pearl Harbor and blasted us into total war, the 900-odd radio stations of America leapt as one man into the service of their country. Facing a multitude of new and difficult problems, networks, big stations and small stations alike have shown remarkable ability and versatility in helping Uncle Sam to get on with winning the war.

Probably no one will ever know just how many thousands of hours the radio stations of America devoted to war broadcasts during the year starting December 7, 1941. Certainly no one can even attempt to measure the effect of these broadcasts on the 130,000,000 people of the country.

But no one can doubt that radio, along with other media, has played an outstanding part in speeding the transformation of a nation at peace into a nation at war.

Radio has helped to make Americans the best informed people on earth. It has sold them many millions of dollars' worth of War Bonds and Stamps. It has speeded enlistments, helped conserve precious materials, gathered scrap, explained rationing, aided civilian defense, spiked rumors, raised money for our allies, entertained our soldiers and sailors, improved our foreign relations, short-waved the truth to Axis nations and Axis-occupied territories in spite of Hitler's best efforts to keep the truth from them.

Through all the difficulties of radio's first year at war, the industry has kept its head, censored and controlled itself and hung up a record that everyone in radio may well be proud of. During its second year at war—and until the day of final victory—radio will play a part of ever increasing importance in helping to keep America free.

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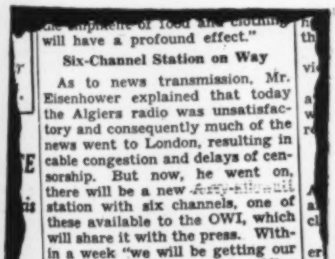


the shipment of food and clothing will have a profound effect."

Six-Channel Station on Way

As to news transmission, Mr. Eisenhower explained that today the Algiers radio was unsatisfactory and consequently much of the news went to London, resulting in cable congestion and delays of censorship. But now, he went on, there will be a new [illegible] station with six channels, one of these available to the OWI, which will share it with the press. Within a week "we will be getting our stuff direct," he stated, adding that a new commercial station might also be erected.

Information

From The New York Times, December 31, 1942

The six-channel transmitter is now in service in North Africa. It is one of many Western Electric transmitters now helping to keep America's lines of communication open around the world.

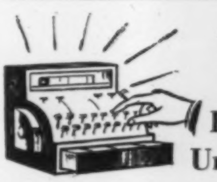
• • •

Graybar (Western Electric Distributor in U. S. A.) stands ready to be of any possible service.

Look Out, Tojo! Here Come the Tornadoes!

In Milwaukee, WTMJ is looking forward to the day when the Navy's "Pearl Harbor Flying Tornadoes" squadron dives into action. This squadron of 90 men was enrolled as a special token group during an outstanding enlistment drive in which WTMJ's "Fly for Navy" series of 15-minute broadcasts played an important part. The program featured on-the-spot interviews with young men being inducted into service, daily summaries of enlistments and highlights of Navy history.

BULLETIN: The U. S. Treasury and music lovers should give a vote of thanks to WWJ, Detroit. Recently, when the Detroit Symphony Orchestra was about to fold up for the duration, WWJ persuaded a downtown merchant to sponsor 21 symphonic broadcasts devoted solely to sale of War Bonds.



WJBK Rings Bell for Uncle Sam

Out in Detroit, famed for quantity production, WJBK is producing War Bond sales in a big way. A one-hour program brought in $120,000—two other half-hour programs added $142,000. Total since August 9 is well past the half-million mark.

• • •

WROK Took 200 Marines Home for Xmas

At the Marine Corps Base in San Diego were 200 youths from northern Illinois and southern Wisconsin. Christmas was coming, but furloughs for all these boys would be out of the question. So WROK, Rockford, sent promotion director Bill Traum to San Diego to record their personal greetings to the folks back home. On Christmas day, each of these 200 young Marines came home for a few seconds — across 2,500 miles—over WROK. There's a double-barreled morale builder for you!

What's NEW with YOU?

If your station has developed a novel idea for selling bonds, for getting in the scrap, or for otherwise promoting victory—if you're proud of results you've gotten in backing up the war effort—tell us, so we can spread the news! Write to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York, N. Y.

For Extraordinary Heroism in Action

A special salute to Thomas E. Knode—former NBC Washington news editor and first broadcasting man to be decorated in this war! He has been awarded the Distinguished Service Cross for extraordinary heroism in action near Buna, New Guinea. Twice wounded, he is now recovering in a hospital somewhere in Australia.

• • •

WWL and WLW-WSAI Are Out for Blood!

Way down yonder in New Orleans, WWL broadcast a corpuscle-by-corpuscle account showing how easy it is to donate a pint of blood that may save the life of a wounded serviceman. This remote originated at the Red Cross-Army Blood Bank.

In Cincinnati, WLW-WSAI are doing a fine job in the interest of the Hamilton County Blood Bank's drive for donors. Besides acquainting radio listeners with the vital need for blood, the program includes a campaign to get all WLW-WSAI employees to give some of their own.

• • •

Fighting Words from World's Highest Studios

High above every battle front, Army planes fly and fight with radio command sets, vital in coordinating warfare in the air. Western Electric is making vast quantities of this equipment, as well as other communications apparatus for the armed forces.

YOU CAN'T AFFORD TO

Coast!

1943 and 1944 demand aggressive, intelligent readjustments. The advertiser has a new job to do . . . holding his dealers, guarding his franchise, protecting his valuable brands. During these two vital years he must be deadly sure of his media. WSYR is tested and proved — and geared to wartime's sudden demands!

Nearly Everyone Knows WSYR has . . .

BONUS COVERAGE — reaching 24 populous N. Y. counties.

TOP AUDIENCE — attracted by full NBC (Red) schedule — "Powerhouse Programs".

DIAL POSITION AND EFFECTIVE POWER — 570 Kc. at 5000 Watts.

Our Advertisers Know WSYR has . . .

Expert knowledge of wartime merchandising conditions.

Intelligent wartime promotion methods — balancing sales-man-power shortage.

Thoroughly competent staff — among the highest payrolls in radio.

You Should Know WSYR has . . .

the Know-How to deliver far more than your contract calls for, to hold your sales-front until Victory. Proof — if you wish — from General Foods, Vick's, Babbitt, Lorillard, Arpeako, Camels, Esso, to name a few.

Yes, WSYR is a busy station . . . but to get a tough job done, ask a busy man to do it!

5000 Watts

WSYR

570 Kc.

SYRACUSE, N. Y.

H. C. WILDER, Pres.

Represented by RAYMER

THE BASIC NBC RED STATION
COVERING CENTRAL NEW YORK

Arnold Nominated To Federal Bench

Pending Radio Litigation Not To Be Affected by Shift

APPOINTMENT of Thurman Arnold, "trust-busting" Assistant Attorney General to the U. S. Court of Appeals for the District of Columbia, will have no immediate or direct bearing on pending anti-trust suits involving broadcasting operations.

Mr. Arnold's nomination for the appellate court, which handles practically all radio appeals, had been generally predicted in Washington since elevation of Associate Justice Wiley B. Rutledge to the Supreme Court. Justice Rutledge's nomination was confirmed last week by Senate. Mr. Arnold's nomination was sent to the Senate last Thursday by President Roosevelt. Confirmation is expected without difficulty.

Pending Cases

Among radio cases pending brought by Mr. Arnold are anti-trust proceedings against the American Federation of Musicians, now awaiting decision by the Federal District Court in Chicago, after the Government had lost its original case on a motion to dismiss, and the anti-trust suits brought last year against NBC and CBS, alleging violations of the statutes because of exclusive contracts, time options, and in fact covering all of the original issues raised by the FCC in the drafting of its highly-controverted chain-monopoly regulations. These latter cases, however, have been in suspension awaiting Supreme Court decision on virtually parallel issues on appeals brought by NBC and CBS from the Commission decisions.

In charge of the Litigation Section of the Anti-Trust Division is Holmes Baldridge, who has assisted Mr. Arnold in the preparation of these and other cases. It is expected Mr. Baldridge will follow through on handling of these cases upon Mr. Arnold's retirement from the Dept. of Justice.

Mr. Arnold, nemesis of the labor unions and of "big business", has indicated he will accept the nomination to the appellate tribunal. Mentioned prominently as his successor are Hugh Cox, of the Board of Economic Warfare, formerly his chief assistant, and Tom C. Clark, also on the Anti-Trust Division staff.

Newspaper Spots

THE *Philadelphia News* (newspaper), in a national circulation drive starting Feb. 15 has placed four to eight five-minute programs over a ten-day period on WARM WWVA WBAL WIBC WRNL WFHR WMMN WFIN WMBF WRUS WMAZ WWL WLAW WAAT WCLE WSBA WIS WNBC WHCU WAAF WMUR WSPR WDZ WSVA WBIG. Agency is First United Broadcasters, Chicago.

WCKY Heard in Pacific

FEATURE articles in the *American* and *Liberty* magazines recently mention the reception of WCKY, Cincinnati, early morning programs by Marines on Guadalcanal. Lt. Col. Richard C. Mangrum in the *American* writes that his squadron heard the Cincinnati station with clarity on two portable receiving sets. Lt. Don E. McCafferty, as told by Alan Hynd in *Liberty*, also tells of repeated reception of WCKY on Guadalcanal.

NEW PABST SERIES STARTS MARCH 27

PABST BREWING Co., Chicago (beer), on March 27 starts sponsoring a weekly half-hour variety show, *Blue Ribbon Town*, on CBS stations, Saturday, 10:15-10:45 p.m. (EWT). Contract is for 26 weeks, with series featuring Groucho Marx, film comedian.

Warwick & Legler packaged the show with talent being lined up by Paul Warwick, president of the New York Agency, in collaboration with Dick Mack, Hollywood producer, who will handle production of the series. Robert Armbruster is musical director. Other scheduled talent includes Donald Dickson and Virginia O'Brien, vocalists. Latter being under contract to MGM, her appearance on the program remains subject to approval by the film studio.

Format calls for weekly change of guest stars. Mr. Mack, in addition to his new Pabst show duties, also is producer of McKee & Albright on the weekly NBC *Rudy Vallee Show*, sponsored by Sealtest Inc. It is believed he will continue to handle the latter weekly program.

Pep to Expand

KELLOGG Co., Battle Creek, Mich., which has been sponsoring *Superman* as a five-weekly serial on 39 Mutual stations for Pep cereal, is planning to increase the list to the full Mutual network of 204 stations probably the first week in April. Program is heard 5:45-6 p. m. Agency is Kenyon & Eckhardt, New York.

NEW TO THE STAFF

WGAR Presents Replacements In Bulletin

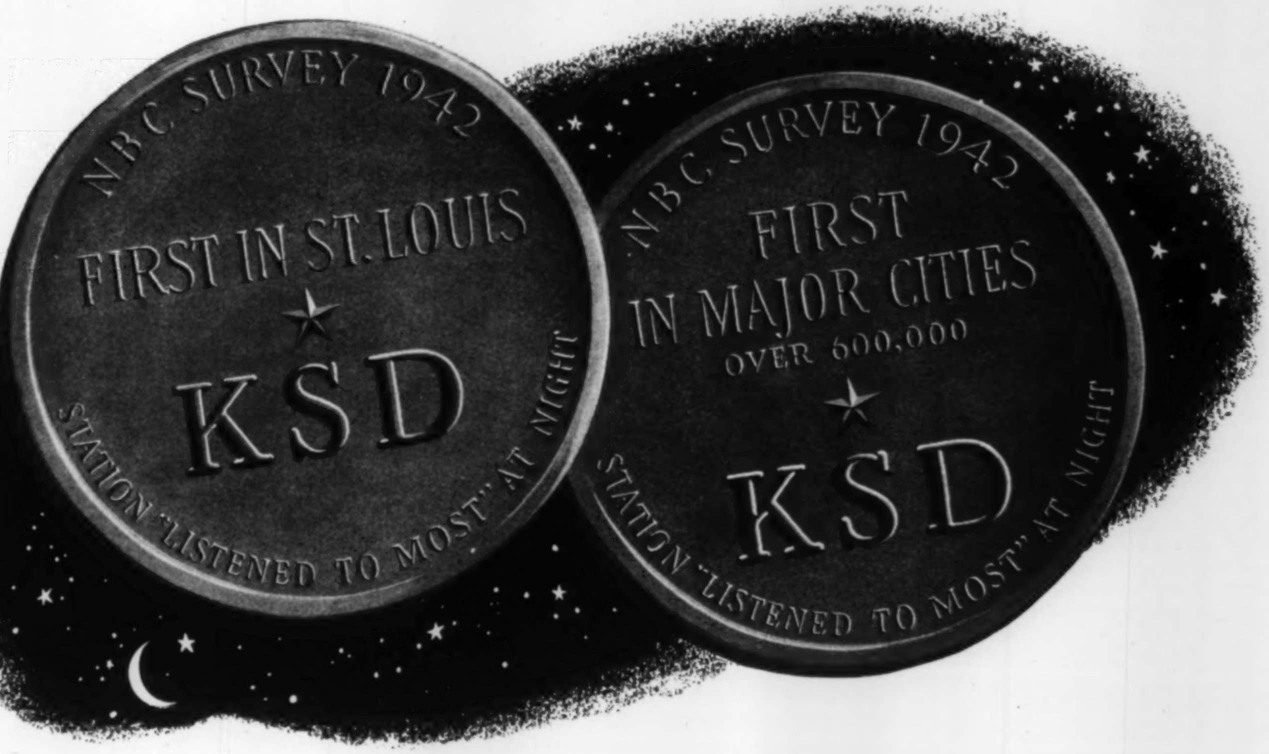
NEW FACES on the staff of WGAR, Cleveland, are revealed to men in the armed services in the station's February *Service Bulletin*, dedicated to Valentine's Day. The bulletin, which has grown month by month, achieves a *tour de force* through publication of the staff picture, with names and new faces clearly indicated.

With the February edition Ted Hanna becomes editor, replacing Maurice (Mr. Amplistat) Condon, now in the service. In fact the mimeographed magazine of station activities now counts Mr. Condon among its readers. In the present issue, WGAR staffers in service will find a note from John F. Patt, general manager, describing changes on Cleveland's home front and wishes for speedy victory.

Congratulations Niles Trammell and NBC

The "Tale of 412 Cities," revealing that NBC leads by more than 3 to 1 in "Listened to Most" at night, is a tribute to you, Mr. Trammell, the National Broadcasting Company and all NBC stations.

and may KSD take a bow for this?


NBC SURVEY 1942
FIRST IN ST. LOUIS
KSD
STATION "LISTENED TO MOST" AT NIGHT
NBC SURVEY 1942
FIRST
IN MAJOR CITIES
OVER 600,000
KSD
STATION "LISTENED TO MOST" AT NIGHT

KSD has scored a double distinction in "The Tale of 412 Cities," the most comprehensive survey in radio history! In answer to the question "What radio station do you listen to most at night?," KSD scored two important firsts.

In St. Louis, KSD was named by 70% of those who replied as the favorite night-time station.

Nationally, no other radio station in any of the major markets (cities over 600,000) equalled this percentage dominance of the night-time listening audience. Cost and coverage considered, KSD is one of America's top-ranking night-time radio buys.

OWNED AND OPERATED BY THE ST. LOUIS POST-DISPATCH
Nationally Represented By Free and Peters

KSD

ST. LOUIS' DISTINGUISHED STATION

Golden Age of Advertising Forecast

Premiums Out but War Develops Hard-Selling Copy Technique

By WESTON HILL

Copy Director,
Sherman & Marquette, Chicago

IS PREMIUM merchandising passe? Like many other so-called "institutions" premiums have been almost totally eclipsed by the war. Here Weston Hill, copy director of Sherman & Marquette, Chicago, analyzes radio commercial copy. At the close of the war he foresees a golden age of American business and industry, and with it a golden age of good, hard-selling advertising technique born of wartime ingenuity.

A FEW short years ago the premium was a pint-sized pygmy tugging at the hem of radio, seeking a lift. And then, with the startling suddenness characteristic of radio trends, that "lift" matured into an amorous embrace, after which the premium settled comfortably on the shoulders of radio like some benevolent gremlin, gurgling "Happy Days Are Here Again" to the tuneful accompaniment of pyramiding box-tops and tinkling cash registers.

But then came the war. And under the current impact of priorities, shipping shortage and such, the box-top once again threatens to become merely the top of a box rather than the open sesame to fabulous advertising gains.

Terrific Sales Stimulant

Yes, men, there's a war on, and premium merchandising seems to be one of the first casualties. Not a fatality but nonetheless a badly wounded soldier of radio fortune. Too bad, too; a hot premium was such a swell way of getting everybody excited or re-excited, all along the line. The copywriter got a kick out of it, because a premium deal gave him a chance to see some actual, traceable, honest-to-God results.

The client sales force had something to go out and wow the trade with. The distributor and jobber salesmen got a shot-in-the-arm that sent them out on the street with something to talk about besides what happened in the sixth.

The agency got a little more solid (temporarily at any rate) with the client. Was everybody happy? You said it. Well, now that the war, priorities and such things have (in the sentiment of Ring Lardner) knocked premium merchandising for a double row of early June peas, let's hold a little tenth inning bull session for future reference.

Form of Showmanship

There isn't much doubt that premium merchandising, properly conducted, was and still can be a terrific sales stimulant. It has been frowned on, viewed with alarm, and belabored by many an advertising conservative; yet advertisers and agencies who have taken the trouble to discover and use its technique often have been swept to enormous success.

They have found that premium merchandising, especially when put on a self-liquidating basis, has been not (as so many have claimed) a form of bribery; actually, it has been a form of showmanship which offers extra, added value and buying-inducement to the customer, plus an operating profit to the advertiser as well.

Used with the average five-a-week daytime serial, premium merchandising has been a smash. Yet—just as soap opera itself falls within very strict limitations which, when violated, penalizes the advertiser severely—premium merchandising forces the advertiser to conform to very strict rules and these rules simply cannot be tampered with.

Time and again, an advertiser who deluded himself into believing that "something different" meant something better, found he was operating at a loss, and had to go back to the ABC's of premium merchandising to get on safe ground again. Here are two actual case examples within my own experience:

Ten-Cent Items Best

Advertiser A, operating an across-the-board quarter-hour daytime serial offered a pair of good quality silk stockings for 25c and a box top, and got rid of more than a million pairs of stockings with a million consequent product sales, at an advertising cost of 2c per return.

Advertiser B (another client, incidentally, of the same agency) overruled the agency and offered a pair of stockings, of far better quality than the 25c pair, for 50c and a box-top. He got rid of only about 200,000 pairs of stockings, at an advertising cost of something like 67c per return.

This seems to be Rule 1 of premium merchandising. This one agency alone, from an experience with over 150 million box-top returns, found that a 10c self-liquidating premium box-top offer has the best chances of huge returns; a 25c offer has the next best. An odd-amount offer like 15c, or a higher-priced offer like 50c, just didn't get by at all.

The war and its strictures will have many beneficial long-range effects on industry, advertising and business in general. The transportation situation is already making itself felt in the trend to space-saving dehydrated and frozen foods, capsule soups and the like. Plastics, already well on their way before Pearl Harbor, promise to be a basic material in millions of premiums of the future. Automotive designing is in for almost shocking changes which will obsolesce every car now on the road. Synthetic rubber will probably be a better product than the original article.

I'll even go out on a limb and predict tidal changes in advertising agency functions, operations and basis of compensation. And not the least of all these benefits will be better skill on the part of copywriters in writing advertisements and radio commercials that stand on their own hind legs and sell all by themselves, without benefit of showmanship, premiums or any other enticement than sheer selling-power. The "premium" will be just good copy—nothing else.

What has made premium merchandising tick? Those who from their ivory towers frown down on the practice, claim that the self-liquidating box-top offer is simply a method of buying back your own customers. Without going into the highways and byways of this argument (even if it were sound, which it just ain't) the fact remains that buying back your own customers is certainly preferable to leaving them for your competitor to buy away from you. As a matter of fact, self-liquidating premium merchandising is a way to sample and re-sample new and old customers at the customers' expense.

Both Types Sell

Having written some millions of dollars worth of copy for the agency that I believe invented the self-liquidating premium offer, and also for the agency that I believe pretty much invented the straight-sell commercial, I ought to be able to assay the two methods for what my own experience is worth. One of these agencies has the largest radio billing in the world. The other is the world's largest user of one-minute spots.

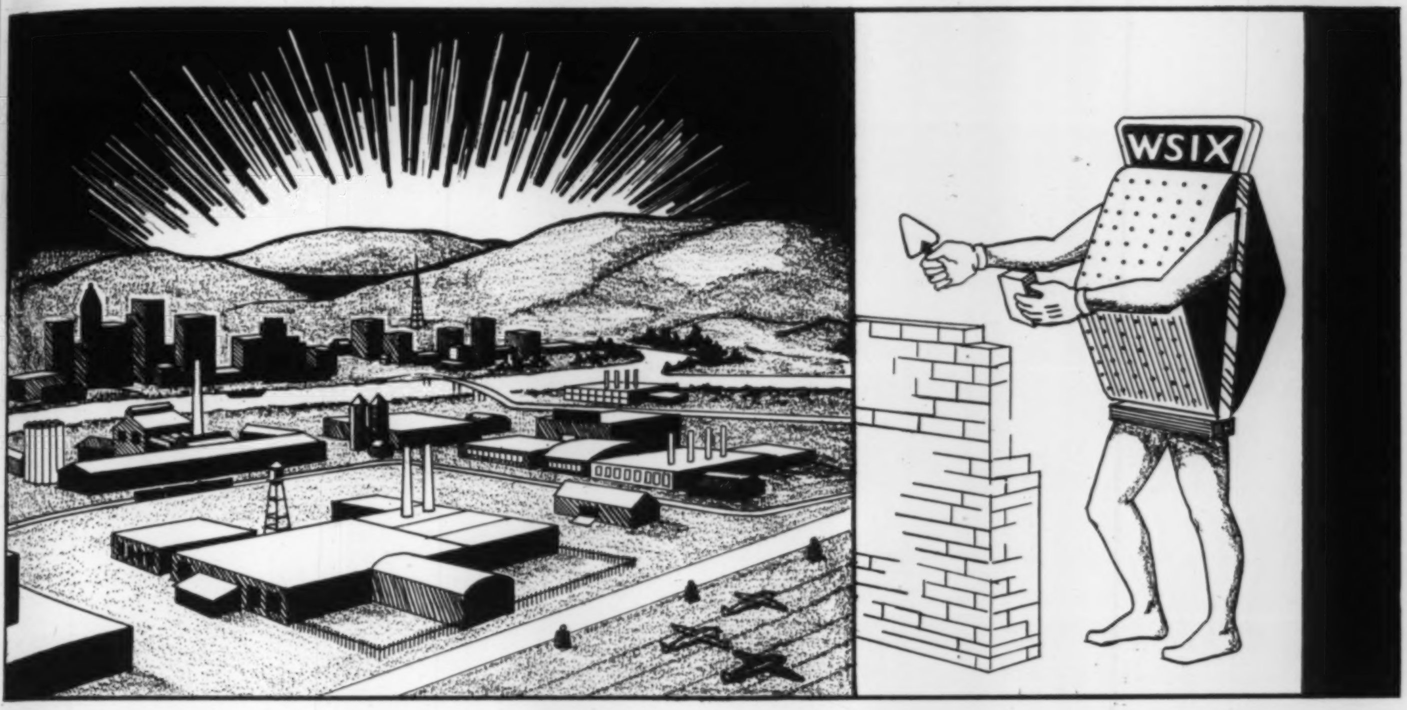
Let's take a look at one commercial of each type, just to get off on the right foot. Here is a successful self-liquidating premium commercial used in one of the most successful five-a-week soap operas on the air, *David Harem*, Feb. 1 1939:

> Tens of thousands of women are now sending to David Harum for one of the most amazing bracelets ever offered—a bracelet bearing a fragment of actual stone from the original grounds of Blarney Castle, Ireland. Yes, fantastic as it sounds, it's true. Stone from the original Blarney Castle estate, Ireland, has been brought across the ocean to make this bracelet for you. It's the first time this stone has ever been offered in America. And you get it only through David Harum.
>
> You've heard of kissing the Blarney Stone. Perhaps you are one of the thousands who've journeyed to Blarney Castle. You know the stories of good luck and the "gift o' gab" associated with kissing the Blarney Stone.
>
> And now you can actually have a bit of Ireland—a piece of stone from Blarney Castle grounds—to wear. And not only that. It comes as one of four charms of a lovely golden colored bracelet. The four charms are a shamrock, a four-leaf clover, an authentic miniature of Blarney Castle and the stone from Blarney Castle grounds itself. And so no one can possibly doubt that this stone is real; the shamrock bears the true inscription—"Guaranteed genuine stone from the original Blarney Castle grounds, Ireland". Sworn records trace the journey of this stone to the bracelet we send you.
>
> It's like the bracelets David is having made for June Saunders in our story. But it's real.
>
> Now here's why you should send immediately. The legislature of Ireland is considering passing a law to prohibit the export of any more of this stone. Hence once our limited supply is gone you may never be able to get this stone. That's why—in years to come—it may become a more and more valuable keepsake.
>
> We make this offer because we want every housewife in America to try Bab-O, the amazing cleaner that saves needless scouring by dissolving grease. We believe that if you try Bab-O just once—you'll keep on using Bab-O.
>
> So—to get your Blarney Bracelet, just write to David Harum, 3-8-8 Fourth Avenue, New York City—sending a Bab-O label and only 25c.

(*Continued on page 22*)

COMMANDING OFFICER of the Coast Guard in the Sixth Naval District, Capt. Michael J. Ryan described Coast Guard fighting on every war front, in the first of a Friday half-hour series, *Men of the Coast Guard*, on WTMA, Charleston, S. C. Also at the mike are: Stanley Raymond, announcer (center), and Robert E. Bradham, WTMA general manager.

Build For The Future



Where the Future is assured

WSIX, "the voice of Nashville", covers a market where *after-the-war* as well as *present-day* business prospects are as high as anywhere in America.

This Nashville market, a large segment of the Tennessee Valley that has grown by leaps and bounds in recent years, has the potentialities for even greater prosperity in the future.

Through WSIX you can cover this market *both for today and tomorrow.*

Member Station
The Blue Network and Mutual Broadcasting System
Spot Sales, Inc., National Representatives

5000
WATTS

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

980
KILOCYCLES

I'll repeat that. All you do is to print your name and address on the back of a Bab-O label. Wrap the label around a quarter—and mail to David Harum. 3-8-8 Fourth Avenue, New York City.

But don't wait and be left out of this thrilling offer. Women everywhere are going wild about these bracelets. So send before our limited supply of stone is gone. If you do not live in the United States, send 35c instead of 25c, with your Bab-O label.

This commercial, and more like it, more than doubled the business of this advertiser in three years, at a very slight increase in per-case advertising appropriation. Now here's a commercial of the straight-sell variety; used not only as a minute-spot but as the main commercial in a once-a-week nighttime 15-minute show. It is projected principally to indicate that a premium offer is not always the only, nor often, the advisable method of successfully promoting a product.

Boy: Sis—what does "*fat*" mean?

Woman: Why—it means big—oversize.

Boy: That's what Tom said you are.

Woman: (Gasps) Oh!

Announcer: Ladies! If men call *you* fat—why not *do* something about it?

Several women: But what can we do?

Announcer: Listen! Thousands now follow a safe, pleasant way to reduce—without strict diet lists—strenuous exercises—or drugs. The easy Welch way! And listen how easy it is. Just mix ¾ glass of delicious Welch's Grape Juice with ¼ glass plain water, and drink before meals and at bedtime. Then this happens: First, Welch's curbs your appetite for rich, fattening foods—thus reducing caloric intake.

Second, the dextrose in Welch's is quickly consumed. This regime helps nature consume excess fat. Yet!—you needn't suffer a hungry moment. You feel better, as you lose weight safely. So start reducing the proved Welch way today. Be sure to get genuine *Welch's* Grape Juice — refuse cheap imitations, when you ask for Welch's.

This, and others like it, so increased the sales of this product that its annual net profit is said to be greater today than its total volume ten years ago. It is true that some premium merchandising was also done by this advertiser, but was used principally as a "loading deal" rather than for consumer effect. It is also true that in both these cases, radio was heavily supported by newspaper and magazine advertising. But traceable returns from these media didn't compare with what radio produced.

Rules for Success

One of the best-known users of self-liquidating premium merchandising in America has laid down the following strict requisite for a successful self-liquidating premium box-top offer:

1. It must have glamour, pride of ownershp; must enable the housewife to serve a different-shaped dessert—help the appearance of her kitchen or bathroom—do something for her personal charm.

2. It must ride the crest of a current popularity wave; bridge, income tax, even (if you tread lightly) the war. No premium advertiser in his right mind, for example, would offer a Mah Jong set today.

Page Mr. Hooper

RAYMOND GRAM SWING's rating got a boost in the Kansas City area the other night. He had just gone on the air when the telephone rang in KCMO's master control room. A sweet voice informed Charlie Marvin, night operator. that it was the Listeners Radio Survey calling and would he tell her to what program he was listening? Charlie got a jolt but seriously replied "Raymond Gram Swing," then added that the only station he ever listened to was KCMO.

3. It must be something that she cannot buy at 10c stores or preferably in any store. She has to get it from you.

4. It should be something she doesn't possess now. If it is something she already has, it must have high repeat value. Stockings or dish cloths, for example, are high repeaters. Clothes pins are not.

5. It must have "ear appeal", so that it can be made to seem attractive over the air.

6. It must be indigenous to the product itself, and preferably should give an inducement for greater use of the product.

7. It must be timed right.

8. It must call for a one-coin return—preferably 10c and not more than a quarter.

9. If a 10c item, it must go in the mail, stamped and handled, for under 6c. If a 25c item, for 16c to 19c.

10. It must have high intrinsic value, so that the Mrs. will get her money's worth, with no ill will incurred for the product. If a familiar article, it must be offered at a considerable reduction from regular retail price. If a new article, it must be offered at far less than the retail price would be, if it were offered for sale anywhere.

11. It must be easy to mail.

12. It must require only one label or box-top. This single-proof-of-purchase method results in a large proportion of new customers; a requirement of two, three or four proofs-of-purchase is likely only to buy back old customers.

13. If at all possible, the premium should benefit from some current publicity tieup. A red-white-and-blue Victory Garden should be timed for the Fourth of July; a Christmas Card offer should be started after Thanksgiving, not before. The remarkable success of Bab-O's Blarney Stone Bracelet offer was partly due to the fact that its final week was timed for St. Patrick's Day.

Let's take one or two examples of successful self-liquidating box-top premiums, and see how they conform to these rules.

Example 1: For several years, in the spring, David Harum offered a packet of flower seeds named his "Friendship Garden", with 10c and one Bab-O label. If I remember correctly, over a million of these "Friendship Gardens" were sold within a three-weeks' period on two successive spring seasons. See for yourself how this premium conforms to the rules.

Example 2: Oxydol's Ma Perkins was left a widow, a lumber yard and a typical American family, one member of which was a son who just couldn't seem to get going. The son invented a new type of dish-mop, and the Ma Perkins show ran a contest offering $1,200 in prizes for the best name for the mop accompanied by a box-top.

Some 500,000 entries, with box-tops, showered down on Procter & Gamble. They then manufactured the mop itself and offered it as a premium; they sold, (again I am depending on my memory) something like a million dish-mops at an advertising cost of 1.7c each. Another case of using the rules of premium merchandising—not abusing them.

These premiums went in the mail, postage and all handling included at a cost of 5c to 6c each. Figure out the profit for yourself.

Refer again please, to the rules. Take a look at Rule 5—a good look—it's the most important rule of all. A premium that doesn't have ear appeal—that can't be described on the air so a woman can see it in her mind's eye—is almost certain to fail miserably. Even a thing like a transparent plastic saw-tooth knife does not get the returns that an ordinary wooden-handled, stainless steel kitchen knife will pull.

The average housewife needs only a little imagination to be able to see in her mind's eye a "17 simulated pearl-studded gold-and-purple orchid brooch", a special-edition *Book of Etiquette* by Emily Post, a Univex candid-type camera, a red-white-and-blue Victory Garden, a Blarney Stone bracelet, a red ornamental plastic can holder or a set of red-and-green holly-decorated Christmas cards with her name imprinted on them.

On the other hand, the mental gyrations necessary for her (or you) to imagine a glove-anchor, a combination carrot-peeler and potato-eye-er, or even a patented miniature auto-license key chain, is just too much brain effort. It's got to be simple, familiar, general in appeal. A thing as seemingly good as a bridge score isn't general enough, because there are still a lot of women who don't play bridge.

Additional Rules

There are five more rules worthy of note. They do not belong in the foregoing list of premium do's and don'ts, because they are still more basic. They are:

1. Frequency of premium offers is subject to the law of diminishing returns. There must be "rhythm" through the year; a premium offer every three months, lasting for three weeks; then straight-sell commercials again until three more months have passed.

2. Pre-merchandise the premium offer by building it into your show. Example. David Harum finds a starving young artist on his doorstep about a month before Christmas. Harum takes him into his home, puts him to bed, feeds him. The artist whiles away the time designing Christmas Cards. And what do you think happens? David sees worth in them, forms a company to print them, "and now folks, for 10c and a Bab-O label you can get two dozen of these beautiful cards, just in time for Christmas", etc., etc. This sort of thing (originally credited to the Hummerts) can increase returns 20% to 33%.

3. During the premium offer concentrate your sell on the premium and not on the product. Stick to a couple of sloganized copy points if you must, but sell the premium only.

MBS Billings Off

MBS BILLINGS for January, 1943, totaled $992,104, a decrease of 3% from the corresponding month last year when the total was $1,024,512.

4. Keep your offer simple. One of the worst flops on record was a 10c lipstick offer; the housewife was to send in a dime for a color-chart containing samples of 10 different shades of lipstick. Then when she had matched the proper shade to her "own glamorous personality" she must send another dime for the lipstick itself. I'd hate to tell you how many tons of lipsticks this manufacturer was stuck with, when the last returns had straggled in.

5. Returning again to the matter of multiple proofs of purchase—that is, requesting two, three or four labels or box-tops for one premium: Anything more than a one-label proposition simply cuts down returns without establishing the desired consumer buying habit.

If you must go after repeats, enclose a coupon with the premium good for additional premiums; or use a can-band or factory-pack offer if you can.

A Definite Effect

All these rules and regulations indicate rather conclusively that, contrary to the opinions of copywriters and advertising men who "don't believe in premium merchandising", the actual skill and experience and knowledge necessary to write a good premium commercial are enormous. It's like retail advertising; you've got to write an ad today that will crowd your store with floor-traffic tomorrow. You can't afford to disregard any single one of the rules of the game; the psychological chain of premium selling is no stronger than its weakest link. Even today, with premiums so extremely difficult to obtain, advertising men who have had years of experience with premium merchandising will allow themselves to be swayed by enthusiasm or opinion into "trying something different", and they invariably suffer the consequences. Better to return to good hard-selling commercials, with or without benefit of show, than to dot your record with failures.

But to return to our original appraisal. Premium merchandising has had a definitely salutary effect. Millions of American homes have useful and decorative items they wouldn't have otherwise. Advertisers have hundreds of millions of extra sales and new customers, and advertising men have found out a lot about actual barehanded selling they didn't know before. So don't let anybody tell you that premium merchandising was a destructive force; don't let anybody tell you, either, that it is gone for good.

File this article away somewhere, pal. With the end of war will come the golden age of American business and industry, and with it the golden age of good, hard-selling advertising technique developed in a war-enforced, premium-less era when Copy was King.

Now is the Time to Sell Things You Can't Wrap Up—

TODAY advertisers have more to sell Detroit than ever before. Tangible goods and services speak for themselves, at least to some extent. But intangibles such as trademarks, good will, corporation names, future plans—these are not so identifiable. In a market as big and as busy as Detroit, as full of post-war potentiality, advertisers should constantly refresh the memory of those who will buy vast quantities of products in this great market when peace comes again.

And there is no refresher quite as effective now as a popular radio station . . . one to which the great buying audience is already accustomed to listening, not only for authentic war news and comment, but for their favorite musical, novelty and drama programs as well. WWJ in Detroit is such a station, and has such an audience. It was not only the FIRST radio station in Detroit from the standpoint of age, but it is also DETROIT'S FIRST STATION in listener interest—*a survey-proven fact.*

WWJ

America's Pioneer Broadcasting Station—First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

NBC BASIC NETWORK

ASSOCIATE STATION W45D—F. M.

Code of Wartime Practices for American Broadcasters

As Revised Feb. 1, 1943; Released Feb. 10, 1943, Effective Immediately

THIS IS THE SECOND revision of the Code of Wartime Practices for American Broadcasters. It combines original provisions with supplemental suggestions and interpretations which have developed out of our experience during a year of war. It supersedes all other releases of the Office of Censorship to this date of issue.

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting industry, to this end, should be constantly aware of the dangers inherent in (1) news broadcasts; (2) routine programming; and (3) commercial copy.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts (as revised) which are intended to aid in discharging censorship responsibilities:

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by *appropriate authority*. News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

It is requested that news in any of the following classifications be kept off the air, unless released or authorized for release by appropriate authority:

(a) WEATHER

ALL weather data, either forecasts, summaries, recapitulations, or any details of weather conditions.

Stations should refrain from broadcasting any news of weather occurrences, such as blizzards, snowstorms, tornadoes, hurricanes, etc, unless it is specifically authorized for broadcast by the Office of Censorship. Occasionally it is possible to clear such news, but for security reasons this Office cannot authorize blanket clearance in advance. Each case must be considered individually in the light of the extent to which the enemy will be benefitted if such information is broadcast. Confusion and inequalities of competition can be avoided if stations will consult the Office of Censorship promptly in all such cases, either directly or through their news service.

Exceptions: Emergency warnings may be broadcast as specifically released for broadcast by Weather Bureau authorities.

News regarding flood conditions may be broadcast provided it contains no reference to weather conditions.

Information concerning hazardous road conditions may be broadcast when requested by a Federal, State or Municipal source, if it avoids reference to weather.

Note:

Special events reporters covering sports events are cautioned especially against the mention of weather conditions in describing contests, announcing their schedules, suspensions or cancellations. These terms may be used: "Game called because of weather"; "wet grounds"; "muddy field." Terms such as "clear", "rain", "windy", "overcast", etc., are an index to weather conditions over a large area and should not be employed.

(b) ARMED FORCES.

Type and movements of United States Army, Navy and Marine Corps units, within or without continental United States, including information concerning

Location
Identity
Exact Composition
Equipment
Strength
Destination
Routes
Schedules
Assembly for Embarkation
Prospective Embarkation
Actual Embarkation

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual or group known for a specialized activity.

Exceptions:

(1) Armed forces in the United States: Those in training camps and units assigned to domestic police duty, as regards names, addresses, location and general character (other than service men on duty on anti-aircraft, coastal or invasion defense or embarkation points, whose unit identifications should not be given).

(2) Armed Forces outside the United States: Names and locations (without unit identifications) *if* presence of United States forces in area has been announced officially.

Individual addresses *if* they are limited to APO numbers or Navy Fleet Post Office (without unit or ship identifications).

Names of Naval personnel without mention of their ships, unless said ships have been announced by the Navy as lost or damaged.

(c) SHIPS (CONVOYS, etc.).

Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any waters, including information concerning—

Identity
Location
Port of Arrival
Time of Arrival
Prospect of Arrival
Port of Departure
Ports of Call
Nature of Cargoes
Assembly
Personnel

Enemy naval or merchant vessels in any waters, their

Type
Identity
Location
Movements

Secret information or instructions about sea defense, such as

Buoys, lights and other guides to navigators
Mine fields and other harbor defenses.
Ships in construction
Type
Number
Size
Location

Advance information on dates of launchings, commissionings.

Physical description, technical details of shipyards.

Movement of diplomatic exchange ships under direction of the State Department.

Exceptions:

Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(d) DAMAGE BY ENEMY LAND OR SEA ATTACKS.

Information on damage to military objectives in continental United States or possessions, including

Docks
Railroads
Airfields
Public Utilities
Industrial plants engaged in war work.

Counter-measures or plans of defense.

Appropriate authority: For information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy).

(e) ACTION AT SEA.

Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

Appropriate authority: Appropriate authority for the release of news about the sinking or damaging of naval or merchant vessels in or near American waters is the Naval Office of Public Relations, Washington; for results of United States naval action against enemy vessels in or near American waters, the commanding officer of the district in which the action occurs, or the Naval Office of Public Relations, Washington.

A STATEMENT BY BYRON PRICE

BROADCASTERS should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful, they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone: Executive 3800; Teletype: WA-434.

THE OFFICE OF CENSORSHIP
Byron Price, Director.
February 1, 1943.

(f) ENEMY AIR ATTACK.

Estimates of number of planes involved; number of bombs dropped; damage to

Fortifications
Docks
Railroads
Ships
Airfields
Public Utilities
Industrial plants engaged in war work
All other military objectives

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course by stations *outside* the zone of action, unless expressly announced for broadcast by the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions, refers to exact routes taken by enemy planes, or describes counter-measures of defense, such as troop mobilization or movements, or the number or location of anti-aircraft guns or searchlights in action.

Exceptions:

After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(g) ACCREDITED MILITARY AND NAVAL CORRESPONDENTS.

No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy Department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military authority. Accrediting of news gatherers for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(h) PLANES.

Air Units—Military air units of the United States and the United Nations as to

Disposition
Missions
Movements
New characteristics
Strength

Information concerning new mili-

(*Continued on page 26*)

"NIX ON PIX!"

SAYS THE OWI — BUT HERE'S A LIST OF THE PLANTS THAT SUPPLY THE PAYROLL TO MAKE THE

CHARLESTON, W. VA.

MARKET ONE OF THE NATION'S BEST!

- Kanawha Manufacturing Company
- Trojan Steel Company
- Kelly Axe & Tool Works, American Fork & Hoe Company
- West Virginia Steel Corporation
- Midwest Steel Corporation
- Linde Air Products Company
- Evans Lead Company
- Owens-Illinois Glass Company
- Libbey-Owens-Ford Glass Company
- Kanawha Rail and Machinery Company
- United Carbon Company
- McJunkin Supply Company
- Columbian Carbon Company
- West Virginia Gas Corp.
- Hope Natural Gas Co.
- United Fuel Gas Co.
- Owens, Libbey-Owens Gas Dept.
- Carbide & Carbon Chemicals Corp.
- Westvaco Chlorine Products Co.
- Barium Reduction Corp.
- The Prest-O-Lite Co.
- General Machinery Ordnance Corp.
- Carnegie-Illinois Steel Corp.
- Electro Metallurgical Co.
- E. I. du Pont de Nemours & Co., Inc.
- Belle Alkali Co.
- Givaudan Virginia & Company
- Reilley Tar & Chemical Company
- Fletcher Enamel Company
- Dunbar Glass Company
- Gravely Motor Plow & Cultivator Co.
- Nitro Pencil Company
- Monsanto Chemical Co.
- Ohio-Apex Inc.
- American Viscose Company
- United States Rubber Company
- Butadiene Plant

5000
on 580

WCHS

CBS
Affiliate

John A. Kennedy, President *Howard L. Chernoff, Managing Director*

Charleston, West Virginia

represented by the BRANHAM COMPANY

tary aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(i) FORTIFICATIONS AND AIR INSTALLATIONS.

Location and description of fortifications, including

- Coast Defense Emplacements
- Anti-aircraft guns and other air defense installations
- Defense Installation details of public airports used for military purposes.
- Camouflaged objects
- Location of specially constructed bomb shelters
- Location of civilian defense communication control centers
- Information concerning installations by American military units outside the United States.

(j) SABOTAGE.

Specifications (including information on bottlenecks) which saboteurs could use to damage war production plants, transportation lines, public utilities, or other military objectives; any information indicating sabotage to them. In reporting accidents, no mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(k) PRODUCTION. (see also SABOTAGE).

Roundups—Collected data on a nationwide scale disclosing production progress or capacity in connection with ordnance, planes, war vehicles or other munitions.

Secret designs—New or secret military weapons, designs, formulas, or experiments connected with war production.

Plants—Floor plans or arrangement of war production plants; capacity of plants; actual or prospective progress of production, including revealing employment figures.

Statistics—Statistical information disclosing the amounts of strategic or critical materials produced, imported or in reserve—such as tin, rubber, aluminum, uranium, zinc, chromium, tantalum, manganese, magnesium, tungsten, silk, platinum, cork, quinine, copper, optical glass, mercury or high-octane gasoline.

Transportation—Movement or transportation of munitions within the United States.

Lend-Lease-Production—Method of delivery, destination, routes or transportation of Lend-Lease war material.

(l) UNCONFIRMED REPORTS, RUMORS.

The spread of rumors in such way that they will be accepted as facts will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations. Enemy claims of ship sinkings or of other damage to our forces should be weighed carefully and the sources clearly identified, if broadcast.

Caution is advised against reporting, under the guise of opinion, speculation or prediction, any fact which has not been released by an appropriate authority.

(m) COMBAT ZONE INTERVIEWS AND LETTERS.

Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from service men in combat zones are censored at the source, for home and family consumption only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on *Armed Forces*, regarding unit identifications).

SPECIAL NOTE ON WARTIME CODE

EDITOR'S NOTE: In a forward to the revised Codes of Wartime Practices for both radio and the press appears the following special note, to which Censorship Director Byron Price refers all broadcasters:

"The Code of Wartime Practices is issued pursuant to instructions by the President, who commissioned the Office of Censorship to supervise domestic voluntary censorship.

"You are reminded that whenever anyone else, in any part of the country, makes a request which appears unreasonable or out of harmony with the Code, you are at liberty to appeal at once to the Office of Censorship.

"Much confusion would be avoided if such appeals were more frequent."

(n) WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS.

Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens, or of persons moved to resettlement centers; locations or operations of war prisoner, or alien internment camps or resettlement projects; place of confinement of civilians convicted of treason, espionage or sabotage.

Note:

The appropriate authority for information as to war prisoners or their camps is the War Department; for information as to resettled persons, the project official in charge; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

(o) MILITARY INTELLIGENCE.

Information concerning operations, methods or equipment of war intelligence or counter-intelligence of the United States or its allies; information concerning available or captured enemy codes or ciphers; or that gained from interception of enemy messages; or information concerning use of secret inks or chemicals or detection of these.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(p) WAR NEWS COMING INTO THE UNITED STATES.

War information originating outside United States territory may be broadcast if its origin is made plain.

In any case of vital security involvement, the Office of Censorship reserves the right to request broadcasters to censor such incoming material on the basis of the Code requests if it is apparent that the information has come on to the United States.

(q) GENERAL.

Casualties—Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

Strategy—Secret war plans.

Art Objects, Historical Data—Information disclosing the new location of national archives, or of public or private art treasures.

Diplomatic Information — Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, destination, within or without continental United States; movements of ranking Army or Naval officers and staffs on official missions; movements of other individuals or units on military or diplomatic missions.

Premature disclosure of diplomatic negotiations or conversations.

Forest Fires—In reports of forest fires: descriptions of danger areas, weather conditions, activity or methods of saboteurs, organization or placement of special guards, damage or threat of damage to military objectives, or extent of smoke clouds.

II. PROGRAMS

These suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its representatives.

(a) REQUEST PROGRAMS.

Music—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

Talk—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to—

- Lost pets
- "Swap" ads
- Mass meetings
- Personal messages
- Club meetings
- Club programs, etc.
- Vital statistics

The same precautions should be observed in accepting "classified advertisements" for broadcasting.

No telephoned, telegraphed or word-of-mouth-dedications or program features or segments thereof should be broadcast. No telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgements from listeners, should be broadcast.

Exceptions:

Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to re-writing by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

All requests, subject to the above qualifications, may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(b) QUIZ PROGRAMS.

It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or shortwave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised.

Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theatre audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be *guaranteed* participation.

(c) FORUMS AND INTERVIEWS.

During forums in which the general public is permitted extemporaneous comment, panel discussion in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review. (See paragraph (m) Section I.)

(d) SPECIAL EVENTS REPORTING. (ad lib).

Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned outlines should be submitted to the Office of Censorship.

(See also Paragraph (a), Section I).

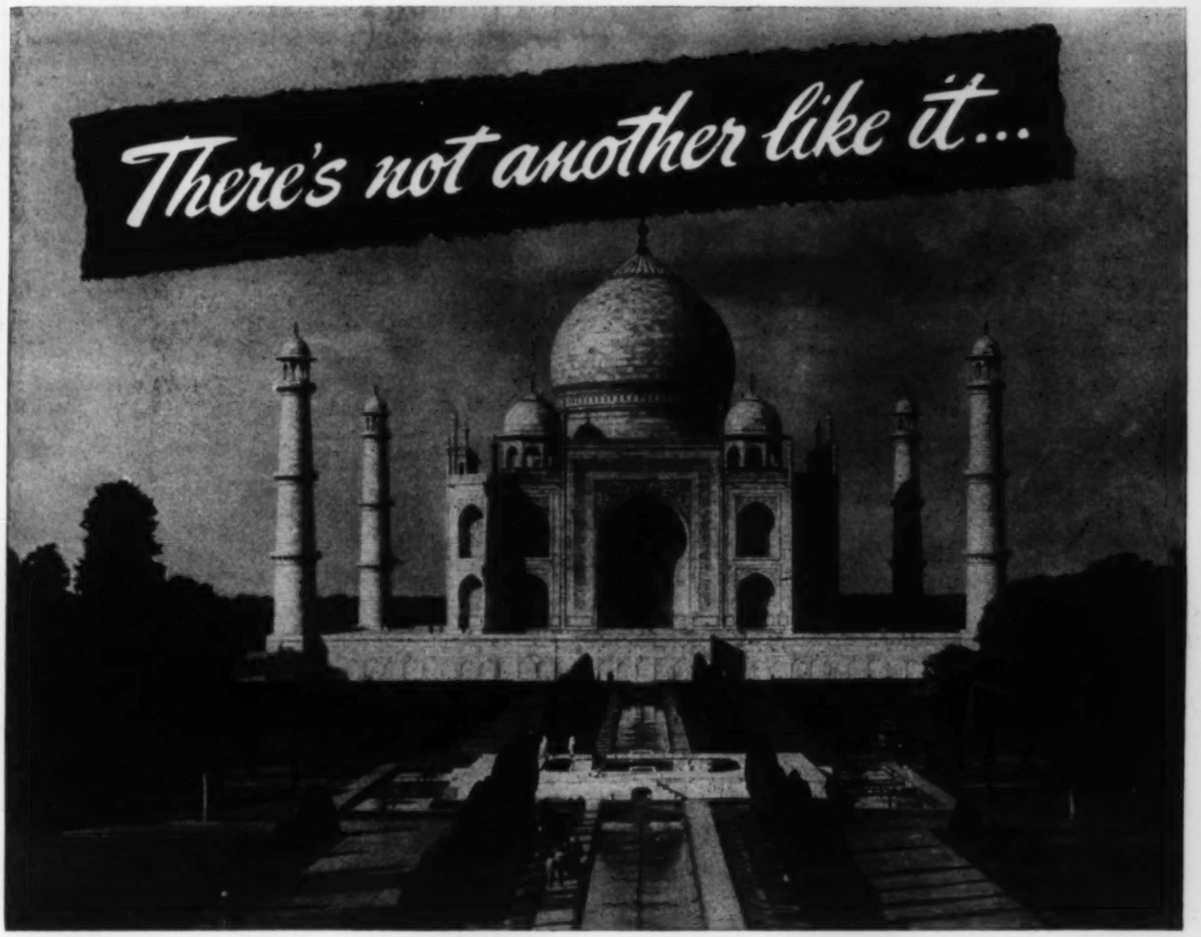
(e) SIMULATED AIR RAIDS BLACKOUTS.

In view of the provisions contained in Paragraph (f) Section I of this Code, which prescribe radio silence at the scene of an air raid until the "all clear" is sounded, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(f) COMMERCIAL CONTINUITY.

Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this

(*Continued on page 28*)



The Taj Mahal, built by Shah Jahan at Agra, India, as a tomb for his wife, required 18 years to complete. It is recognized as the most perfect example of the Mogul style of architecture, and is considered by many to be the most beautiful building in the entire world.

Radio advertisers have, for many years, recognized WTIC as the foremost medium for delivering sales in the Southern New England market. The extremely high per family income and radio ownership in this wealthy area plus WTIC's power, prestige and listener acceptance produce a sales combination difficult to equal.

Include WTIC in your next radio appropriation, and learn for yourself why we continue to insist

"THERE'S NOT ANOTHER LIKE IT!"

WTIC
US 1
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

(*Continued from page 26*)

connection, the continuity editor should regard his responsibility as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTS

(a) PERSONNEL.

The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connection, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(b) SCRIPTS.

Station managements are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations.) It is further requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions, with their translations, should be kept on file at the station.

(c) SUBMISSION OF SCRIPTS.

From time to time, the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. When such requests are received, it is understood that the scripts in the original language, as well as English translations thereof, will be submitted. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(d) Station managements are reminded that all provisions of this code, as outlined in Section I and II, apply equally to foreign language broadcasting.

J-W-T New Accounts

SINGER SEWING Machine Co., Companhia Gessy Industrial and Industrias Quinicas Brasileiras Duperial S. A., have appointed the Sao Paulo office of J. Walter Thompson Co. to handle their advertising in Brazil. The agency's London office is conducting national campaigns for two English companies, for Rayon Hosiery Producers Assn. Ltd. to encourage the use of unfashioned rayon stockings to ease the demand for hosiery using raw material; for Fire Offices Committee to lessen the incidence of fires through civilian carelessness in factory, warehouse and home; and a campaign in the midlands to promote Sander first-aid dressing, product of A. de St. Dalmas & Co. Ltd.

BEFORE FIRST broadcast Feb. 14 of *Here is Tomorrow*, transcribed quarter-hour, last-minute conference was held by (l to r): Gerald Kean, former BBC scriptwriter and television director who writes the series: J. Dennis Molnar, account executive, Atherton & Currier, New York, handling account; Clinton Johnston, Radio Directors Guild, director. Series is sponsored on 30 stations Sunday afternoon by Cooperative League of America.

Candy Council Series With Lindley on NBC

COUNCIL ON CANDY as Food in the War Effort, Chicago, a group formed by the National Confectioners' Assn., sponsors Ernest K. Lindley, chief of the Washington Bureau of *Newsweek* magazine, in a Sunday quarter-hour on NBC, at 3 p.m., starting Feb. 14. Rationing will be the chief broadcast topic, with Army, Navy and other government officials serving as guest speakers.

The Council tested network radio for the first time Dec. 9 with a one-time broadcast on BLUE, featuring Mrs. Franklin D. Roosevelt. Arrangements for the NBC series were made by Joseph W. Hicks, public relations and industrial relations counsel in Chicago. BBDO, New York, placed the business.

Masonite 'E' on Blue

MASONITE Corp., Chicago (institutional), will sponsor a single-time half-hour broadcast commemorating the company Army-Navy E award, Wednesday, Feb. 24 on 142 BLUE stations. Program broadcast at 4:00-4:30 p.m. will originate from Laurel, Miss. N. W. Ayer & Son, Chicago is agency.

QUIZ DO'S—DONT'S

John Reed King Formulates Program Rules

DO'S AND DON'TS for handling quiz programs were drawn up recently by John Reed King, new m.c. of Mutual's *Double or Nothing*, sponsored by Pharmaco Inc., Newark, as follows:

DO:

Put yourself in the contestant's position.

Place the contestant in the best light possible.

Find the one subject about which the contestant is the most humorous.

Put the contestant at ease.

Make sure that the contestant is the star of the show, not the m.c.

DON'T:

Ask questions unless there is absolute confirmation of facts.

Ask ambiguous or controversal questions.

Get personal about the contestant.

Leave a contestant feeling that he has been unfairly treated.

Favor one contestant over another.

Treasury Chided for Asking Stations To Put Bond Mats in Local Newspapers

EDITOR BROADCASTING:

Please find enclosed letter received today from Vincent Callahan of the Treasury Dept. and our reply to same.

My feeling is that if enough of us make our thoughts and our position known, some plan may be worked out to enable the small stations to survive. I am sure others in our category also appreciate the cooperation of you and your staff in publicizing the precarious position of several hundred of the country's smaller stations.

MORGAN SAXTON,
General Manager,
KROS, Clinton, Iowa.

* * *

Mr. Callahan's Letter

Dear Sir:

Enclosed is a proof sheet of an ad which Radio Station WBAL ran in one of the Baltimore newspapers.

This full page advertisement, headlining Secretary Morgenthau's tribute to the radio industry, is one of several newspaper campaigns by that station. WBAL has found this type of advertising very beneficial in the direct sale of War Bonds.

We are sending you a mat of this advertisement without the WBAL call letters so that you may insert your own call letters, in the event you wish to use it in your local newspapers.

Mr. Saxton's Reply

Dear Mr. Callahan:

Thank you for the proof sheet and mat of the WBAL newspaper advertisement. Your suggestion that this station might wish to use it locally is slightly out of order, because, while we believe we are infinitely better off than most stations of our power, we are faced with the necessity of curtailing our hours and service because of dwindling income, and are certainly not disposed to purchase newspaper space for the benefit of a Government that has not yet, in any material way, recognized the magnificent support accorded it by all radio stations.

As long as we find it possible to continue operation, you are welcome to the generous use of our facilities, but it is time someone of importance in a department that needs us, points out to some of the regulatory branches of the Government that their failure to respect our designation as an essential industry, is merely hurrying the ultimate and early demise of most small stations.

Our case is probably a typical example. The local draft board will not defer even our technical men, and we are about to lose our eighth employe (an engineer) to the service, with another salesman and an announcer called for early examination. Our efficiency has suffered at least 40% as a result of this continuous turnover in personnel. Naturally our efforts in your behalf suffer proportionately.

One salesman, who brought in considerable much needed income from advertisers in small towns within a 40-mile radius of our transmitter, was forced to resign and seek more remunerative employment, when the local rationing board refused to grant him a "C" card so he could continue to sell and service this type of account. Such is the cooperation accorded us in our efforts to meet the difficulties of wartime operation.

Restrictions placed on the manufacture and sale of such merchandise as tires, automobiles, refrigerators, ranges, washing machines, furniture, sporting goods, ice cream, groceries, jewelry, hardware, household goods, shoes, and clothing have just about precluded any possibility of profitable operation for the small station.

Government purchases of War and Lease-Lend needs from the large manufacturers enable them to continue their advertising appropriations and deduct it from income tax, and national advertisers are carrying on. This is fine for the networks, the major stations, and even the regional stations, but why can't some of that Government money find its way to the small stations, which proportionately, give much more generously of their time and facilities.

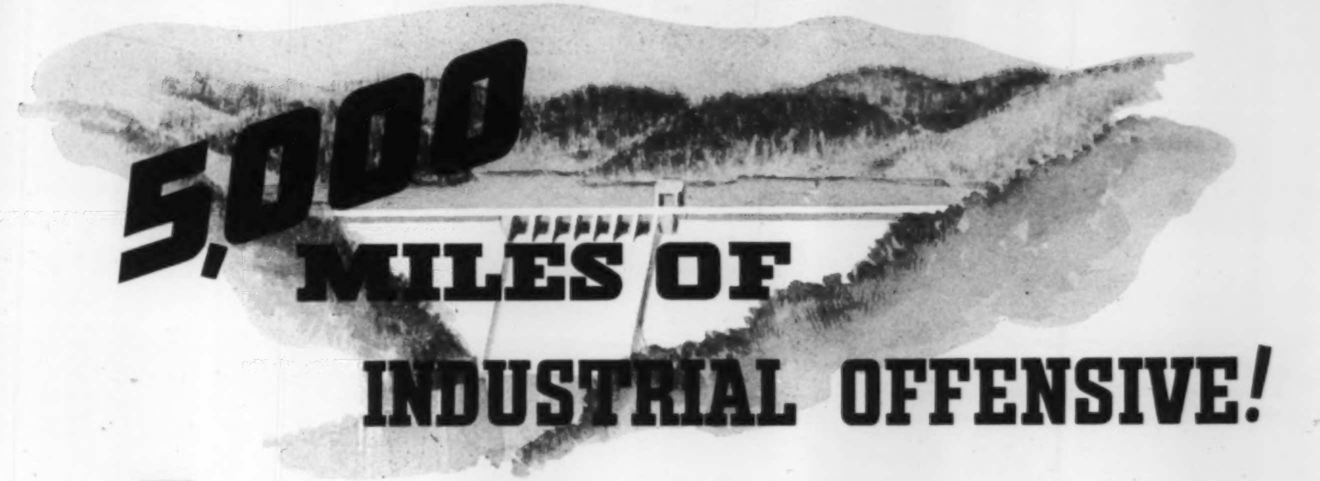
There is an opportunity for some national advertisers to win the undying support and good-will of several hundred small radio stations by throwing out the lifeline through the placement of part of their appropriation with these important and much needed local stations. Their untold gratitude will go also to any of you men in official Governmental positions who give assistance to Chairman Fly of the FCC in his effort to find relief for the operators of America's small radio stations in the desperate situation which they face.

Army Ruling

RADIO engineering students are included among college men taking technical engineering courses who will be called to active Army duty in 1943, the War Dept. announced recently. Revising its plans for calling up college students in the Enlisted Reserve Corps., the War Dept. said students taking technical engineering courses will continue in an inactive status until graduation or upon completion of the first full semester that begins in 1943, whichever is earlier. Those not members of the Enlisted Reserve Corps will, if inducted prior to the end of the first full semester beginning in 1943, be placed on the inactive list until the semester's end. After induction, those selected for further training will be given instruction under the Army's Specialized Training Program when they complete their basic military training.

XUM

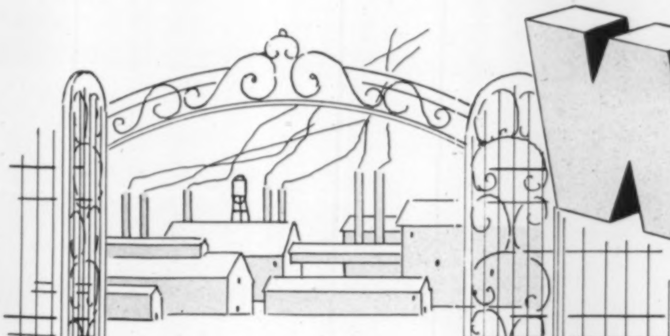
5,000 MILES OF INDUSTRIAL OFFENSIVE!



THERE'S a great offensive going on down in the Great Tennessee Valley . . . an offensive that is paying off in the form of aluminum, and explosives, and bombers. Thousands of men and women are at work in industrial plants studding a vast area that extends for 5,000 miles through six states.

This is T V A at work for America at war. It has created in the Central South, a new era of industrial expansion. It has made TVA-land one of the nation's top markets.

For here there is buying power multiplied many times over that of a few year's back, and in the very center of this territory stands WLAC, the 50,000 watt giant of the Tennessee Valley.



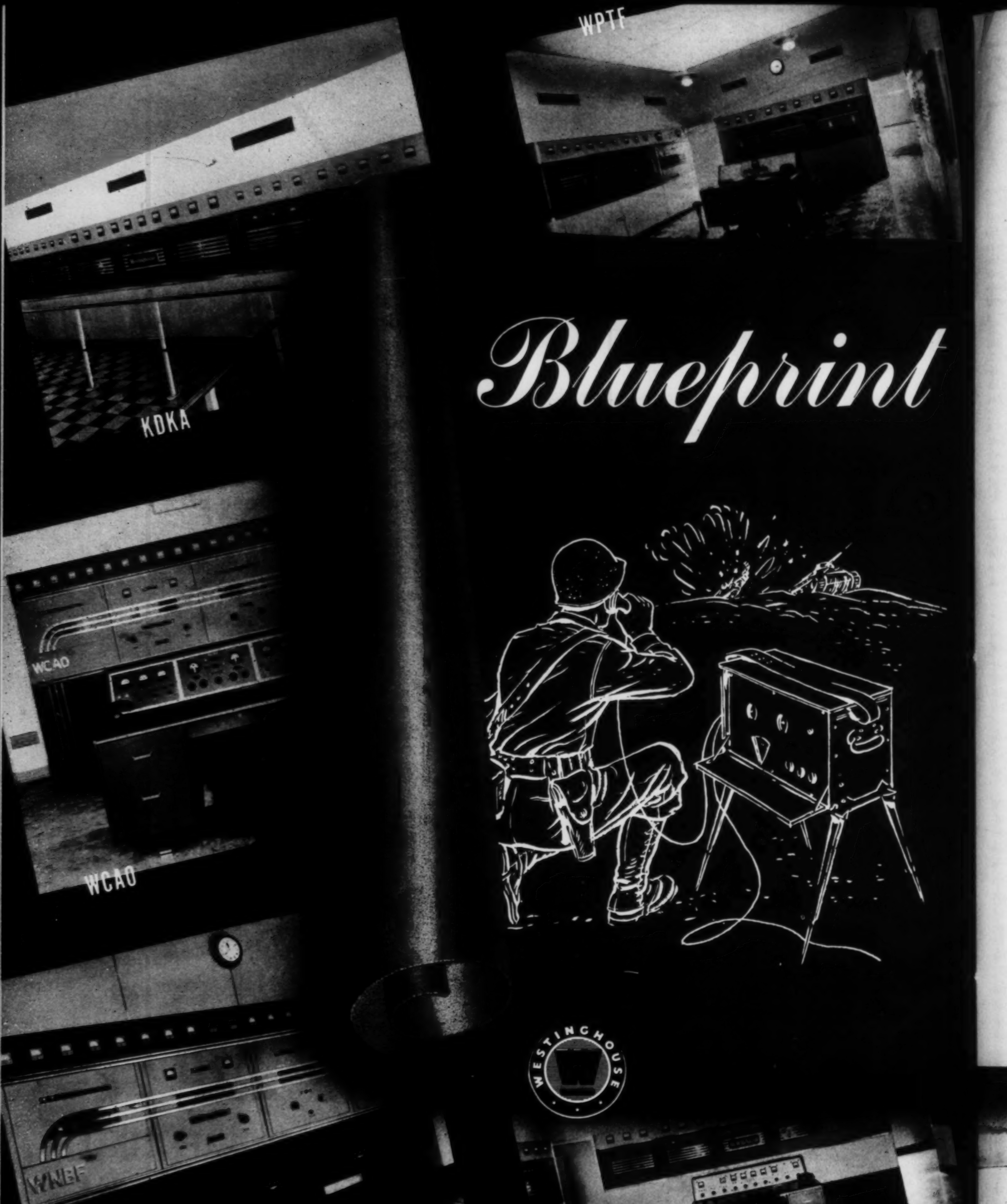
THE INDUSTRIAL GATEWAY
TO THE RICH TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.

50,000 WATTS

THE ONLY CBS AFFILIATE WITHIN 125 MILES OF NASHVILLE


WPTF
KDKA
Blueprint
WCAO
WCAO
WNBF
WNBF
WBAL
WESTINGHOUSE

XUM

for tomorrow . . .

The design ideas embodied in Westinghouse transmitters have gained them an enviable reputation among progressive radio stations throughout the country. Air-cooled tubes, fuseless protection, surge-proof metal rectifiers and simplified metal unit design are providing these stations with advantages that are particularly valuable at this time.

Today, the skills and abilities that created the economy, simplicity and operating reliability of these fine transmitters are engaged 100% in war production. Westinghouse radio manufacturing facilities are now building "walkie-talkies", radio locators, aircraft transmitters, and many other types of radio apparatus required for war.

In addition, Westinghouse radio research talents are scarching the field of electronics, finding new and better methods that will keep this equipment second [illegible] none.

From this, comes our blueprint for tomorrow.

Out of these developments veiled in military secrecy and the new discoveries yet [illegible] be made, will come peacetime contributions that will make Westinghouse radio apparatus finer than ever.

J-08050

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Prudent Censorship

"WHEN IN DOUBT, ask the censor first."

Thus did BROADCASTING comment editorially last June 29 in announcing the first revised voluntary Code of Wartime Practices for American Broadcasters. When Byron Price, Director of the Office of Censorship, released the second revised Code at a news conference last Wednesday, he emphasized appeal to the Office of Censorship by pointing to a foreword in the new Code which makes it pretty clear that there is but *one* censor.

The revised Code, while containing some new restrictions, overall is more liberal than either of the first two. That's due, in a large measure, to the splendid teamwork of Government and industry. Under the voluntary plan, instituted by Mr. Price and his assistant in charge of radio, J. Harold Ryan, every broadcaster is a voluntary censor. Responsibility for adhering to the Code is placed squarely up to station management and without exception there have been no flagrant violations—at least none with malicious intent.

What few violations occurred could be traced, in the main, to ignorance or misinterpretation of the Code or to the release of certain restricted information by persons not designated as "appropriate authority". Those few errors no doubt will be corrected henceforth since the revised Code specifically defines "appropriate authority". As Mr. Price explained, his Office was set up by direction of the President and any broadcaster who has doubts about certain information should immediately get in touch with Censorship.

Restrictions on foreign language broadcasting have been tightened to include supervision of personnel by the Office of Censorship (despite similar functions assumed by the FCC). This new clause does not relieve station management from its responsibilities but by direction of the President it does give Censorship the responsibility of removing from the air any person who "endangers the war effort of the United Nations" by connections, direct or indirect, with foreign language stations.

The new Code embodies several new sections covering various incidents which have arisen since the last revision. One of these deals with simulated blackouts and air raids. With reference to news broadcasts the revised Code parallels the press Code, with exception of weather information which still is more restricted for broadcast.

All in all, however, the Feb. 1, 1943 edition is more simplified. It gives more direct information and fewer generalities which the industry will welcome. In that connection much credit is due Mr. Price and his staff of able assistants. In Mr. Ryan's division every key man is a radio veteran, thoroughly acquainted with the industry's problems so that when questions come up they are discussed and solved in a manner satisfactory to both broadcasters and Government.

Time & Place

NOT in the last decade has there been such a showing of teeth by Congress in its attitude toward Government bureaus and agencies. There is a revolution against "bureaucracy" which is certain to be evidenced in slashed appropriations and curtailed authority.

Just about the No. 1 agency on the Congressional Wrath Parade is the FCC. All radio eyes are turned toward the Cox Select Committee inquiry into the FCC, its personnel and stewardship. Passage of the Cox Resolution almost without opposition was demonstrative of the temper of the new Congress. Those who construe this inquiry as purely a personal controversy between two men are, in our judgment, kidding themselves.

With all this going on, however, there is a tendency to lose sight of the objective. That goal is for corrective legislation, to eliminate guesswork in radio regulation and to frustrate the well-defined effort to put free American radio (and perhaps the other media of expression) into a regulatory straight-jacket. The Cox Inquiry deals with fallacy of man and method, rather than sufficiency of the existing law, enacted in 1927 when radio was but a pup.

The fate of the Cox Inquiry, of course, depends upon the adequacy of its staff and counsel, more than anything else. With courageous and informed counsel, the facts can be ferreted out. Otherwise, it probably will be just another Congressional investigation.

Speaker Rayburn, who was chairman of the House Interstate Commerce Committee when the original Radio Act was drafted in 1927, consistently has contended that the statute is a good one, but that it has been badly administered. We think he is right on both counts. But a 16-year-old law in so dynamic a field as radio obviously is outmoded. And after the war, with visual radio, facsimile and the newer electronics offshoots, it unquestionably will be a legislative antique.

Congress, in its wisdom, has voted the Cox Inquiry. That's the function of Congress, for the FCC is simply one of its creatures. Last year a standing committee of the House—Interstate Commerce—conducted a fact-finding inquiry into the whole communications regulatory scene. For 10 weeks the Committee heard witnesses representing every segment of the industry and the two regulatory philosophies reflected on the FCC—its power-grasping majority, and its more conservative two-man minority.

We believe a real need for revision of the Act was demonstrated. The war, and the moratorium on new construction, give added reason for curtailment of regulatory functions. The Sanders Bill, upon which the hearings were held, now has been reintroduced by Rep. Holmes (R-Mass.) in substantially the same form. It would clearly delineate the functions of the FCC and separate it into two autonomous divisions. It would have Congress tell its creature, the FCC, the bounds within which it should and must function.

Irrespective of the Cox Inquiry's outcome, prompt steps should be taken to correct what obviously is an out-moded statute, not because the law itself wasn't well-conceived, but because it has been abused. We hope that able Chairman Lea (D-Cal.) of the House Committee will promptly name a subcommittee, with himself as head, redraft the Sanders-Holmes proposal pursuant to the voluminous testimony.

Radio has proved its unbounded utility and usefulness since the war began, so that most of its erstwhile critics now praise the job being done. It is too important and too sensitive a medium to be left to the caprice of bureaucratic control.

Guestitorial

SELLING THE THEATRES

By BRUCE BEICHL
Commercial Manager
WFHR, Wisconsin Rapids

"IT'S NO USE, we just can't sell the theatres in this town on the use of radio!" How often have the members of your sales staff said that?

The average theatre manager feels that for the same amount of money he can buy more space in the newspaper than he can on the radio, so he shuns the air for print. He gets a special "bang" out of laying out a fine-looking display ad, or conjuring up some special promotion for an outstanding picture or a "sleeper".

Frankly, we had the same trouble here. But we applied a bit of psychology to our approach. We took the manager of the local theatres into our confidence, made him feel that planning his radio promotions was equally as glamorous as laying out a big newspaper ad.

First, we contracted him for 18 spots a week, to be used equally over the six-day week. These short spots calling attention to "What's playing tonight at the Wisconsin Rapids Theatres" was preceded by the first few lines of

(*Continued on page 43*)

We Pay Our Respects To —

DOUGLAS WYMAN MESERVEY

FROM programming for NBC to programming war information for the nation's networks and stations. That's the story of Douglas Wyman Meservey, deputy director of the Office of War Information's radio bureau.

His former chief, William B. Lewis, now assistant director of OWI's domestic branch, will tell you that Doug is the balance wheel of the bureau. Once plans are adopted it's up to him to see that they work.

Restless after two years at Harvard Law Shool, Doug Meservey started his career by visiting Europe in the summer of 1927. He worked his way over as caretaker for a pack of mules aboard a German freighter. In Paris his funds were low and he sought newspaper work in vain.

When things looked darkest, he remembered a letter of introduction to the Paris head of Erwin, Wasey & Co. He got a job and at 22 became an executive in the advertising agency business. For two years Doug handled the international Frigidaire account in France, Belgium and Switzerland; the Carnation Milk account in France and Switzerland and Armco in France.

Returning to the U. S. in the fall of 1929, he became affiliated with Erickson Co., predecessor of McCann-Erickson. In December 1930, he joined the Dupont Cellophane Corp. and two years later was named the firm's advertising manager. He became active in the Association of National Advertisers, an activity that eventually led him to radio.

In 1936, Maj. Ken Dyke, then promotion manager of NBC and later chief of OWI's bureau of campaigns, and Doug conceived of a gridiron show of admen. Subsequently Doug became chairman of the ANA Adribber's Club.

That whetted his appetite for the entertainment field and in 1937 he resigned from the Dupont firm to join NBC as assistant to John Royal, vice-president in charge of programs. Later he became assistant to Bertha Brainnard, commercial continuity director, and in November 1940 he was made sales manager of the Program and Talent Sales Division.

When Bill Lewis, CBS vice-president in charge of programs, was loaned to the Office of Facts and Figures to head up a radio branch in 1941, Doug Meservey took a leave of absence to become Mr. Lewis' assistant. Both men resigned their private industry jobs in 1942 when the Office of War Information was created. Mr. Lewis became chief of the OWI radio bureau and Mr. Meservey his assistant.

Appraising his job, Doug said he once thought of advertising as three sides of a triangle—agencies, clients and media. Now he sees an important fourth dimension which advertising assumes in wartime—Government.

Born in Kearney, Neb., April 10, 1905, Doug attended public schools there. He passed up a scholarship at a local college to enter Stanford in 1922. He was graduated in 1926 with an A.B. degree, majoring in law. His prime extra-curricular activity was journalism. After graduating from Stanford, he entered Harvard law school, but the romance of travel in Europe ended his formal education.

He is a member of Beta Theta Pi, Sigma Delta Chi and Phi Delta Phi. Doug lives alone in Washington, working usually 10 hours a day and 6 days a week. His hobbies are golf and squash, when he has time.

EDWARD TOMLINSON, BLUE commentator, will soon have two books on the market, published by Charles Scribner's Sons, New York. One is a text on social, economic and political conditions in 20 Latin American republics; other is second of a series of three general books on 10 countries of South America.

Personal NOTES

GEORGE M. BENSON has received military leave of absence as eastern sales manager of the BLUE, and reports for duty this month as a lieutenant in the Naval Reserve. His successor, who takes over Feb. 22, will be D. R. Buckham, of the BLUE sales staff, previously with NBC sales.

PAUL RITTENHOUSE, executive assistant manager of NBC's guest relations department, has been appointed manager of the department, replacing W. G. (Jerry) Martin, who has resigned to join the Lady Esther Co., Chicago (cosmetics). Mr. Rittenhouse joined NBC in 1934.

ARCH KERR, formerly a radio representative .in Chicago and previous to that associated with KGW and KEX, Portland, Ore., has joined the staff of KFRC, San Francisco, as account executive.

G. STANLEY McALLISTER, CBS director of construction and building, has returned from Ft. Leavenworth where he completed the Army Orientation course at the Army Command and General Staff School.

GEORGE ALLEN of the research and promotion department of WOR, New York, has been ill for two weeks. Meetings of the Radio Discussion Group of the American Marketing Assn., of which Mr. Allen is chairman, have been called off until his return.

FOY LOPEZ WILLINGHAM, formerly of WKY, Oklahoma City, has joined KGKL, San Angelo, Tex., as commercial manager. Allen Clark, music director of WKY, Oklahoma City, has returned, after serving with the Merchant Marine.

BOB MITCHELL, account executive of WKY, Oklahoma City, is father of a girl, born Jan. 31.

STEVE SALLAK, former salesman of KFEL, Denver, has joined the sales staff of KMYR, Denver.

ELIAS GODOFSKY, general manager of WLIB, Brooklyn, on Feb. 5 became the father of a baby girl.

GEORGE DIEFENDERFER, salesman of NBC Chicago, has been commissioned a lieutenant (s.g.) in Naval Aviation and leaves Feb. 23 for an eight-week indoctrination period at Quonset Point, R. I. He joins his son in the Navy, George W. Diefenderrfer Jr., radio man, third class, stationed on the West Coast.

WILLIAM MacMURTRIE has been named assistant general purchasing agent of Philco Corp., Philadelphia. He has been with Philco since 1935.

ARCH ROBB, general manager of WIOD, Miami, has been named assistant to Wynn Wright, NBC eastern program manager.

KEN MARSH, commercial manager of WJHL, Johnson City, Tenn., has been made manager; he will act as administrative assistant to W. Hanes Lancaster, president, and continue to direct sales activities. Carter Wall has been made manager of WJHL's Elizabethton studios, replacing H. I. Talbert, resigned.

RAY C. WAKEFIELD, FCC commissioner, has been installed as president of the California State Society in Washington, D. C.

EUGENE McCARTHY, formerly on the sales staff of several New York newspapers, has joined the sales department of WOR, New York, succeeding William Thomas Hamilton, now with *Comic Weekly*.

AL BAMFORD, commercial manager of KROW, Oakland, Cal., has been named acting manager of the station while Manager Philip G. Lasky has been assigned to an unannounced war job in San Francisco.

DORIS SLAYTON, Dover, New Hampshire, has joined the WHEB sales staff.

WILLIAM S. PALEY, president of CBS, is in Hollywood for conferences with Donald W. Thornburgh, Pacific Coast vice-president.

ADELAIDE BREWSTER, transcription head of Office of Coordinator of Inter-American Affairs, New York, is in Hollywood for conferences with Jack Runyon, West Coast radio division manager, on distribution of transcribed shows to Latin-American republics.

RAYMOND RUFF, assistant manager of KOMA, Oklahoma City, was on Jan. 27 called to active duty in the Army Air Forces and stationed at Sheppard Field, Wichita Falls.

FRANK O'LEARY, new to radio, has joined the sales staff of WIL, St. Louis.

CHARLES COFFIN, formerly of the sales staff of WGN, Chicago, has joined the Chicago sales staff of *Mademoiselle*, published by Street & Smith.

HOWARD L. CHERNOFF, managing director of WCHS, Charleston, has been made vice president of the Charleston Broadcasting Co.

A. A. CORMIER, radio executive formerly with the Hearst stations, and Madeleine Stewart White, eastern publicity director of Monogram Pictures, were married Feb. 11 in the Little Church Around the Corner in New York. Mrs. Cormier will continue her position with Monogram.

HOWARD J. LONDON, director, National Radio Division of the National Foundation for Infantile Paralysis, and former timebuyer, is the father of a girl, born Feb. 6.

ARCH KERR, formerly Chicago advertising agency executive, has joined KFRC, San Francisco, as account executive.

ROBERT RAISHECK, formerly national advertising manager of the *Wichita* (Kan.) *Eagle*, has joined KHJ, Hollywood, as account executive.

BEHIND the MIKE

AL B. ULRICH, program director of the BLUE, Chicago, has been appointed assistant production manager, succeeding J. Clinton Stanley, recently commissioned lieutenant (s.g.), now stationed at Great Lakes, Ill.

FRED KLEIN, former booking agent of the National Concert Artists Corp., Chicago, and of the former NBC Artists Service, Chicago, has joined the sales promotion department of the BLUE, Chicago.

DORIS DEEREY, of the program department of WCFL, Chicago, has joined the WAACs and is stationed in Georgia.

GEORGE MARTIN, newscaster of KHJ, Hollywood, has received a commission as ensign in the Naval Reserve and awaits instructions. Francis Pettay, formerly announcer of WHK, Cleveland ,has joined KHJ.

FORREST W. CLOUGH, traffic manager of the Texas State network and KFJZ, Fort Worth, is the father of a 9-pound, 10-ounce girl born Feb. 6. Mrs. Clough is the former Mildred Wyatt of KRBC, Abilene, Tex.

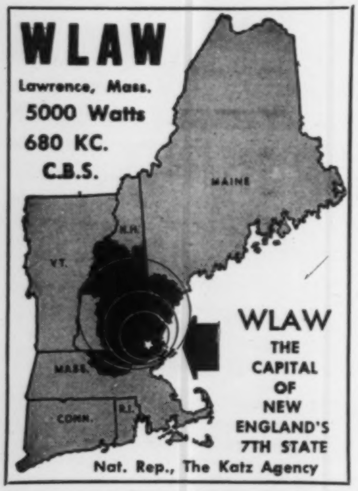
buy
MAINE Strength
WGAN
for your MAINE MARKET

560 KC
5000 WATTS
—Portland, Maine—

Katz wired us recently
With a sharp note of fear
Lest the Georgia time change
Would throw spots on their ear.

But we shift not a second
And loudly we chime
That Savannah (you betcha)
Stays on Eastern War Time.

$$$ WTOC $$$
Savannah, Georgia
CBS - UP News - 5,000 Watts
Reps: the KATZ AGENCY



WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.
WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE
Nat. Rep., The Katz Agency

THE QUICK WAY

TO GET RESULTS IN SAINT LOUIS
KXOK
630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

CHRISTY KIMBALL, formerly of Tucson, Ariz., has joined KOY, Phoenix, and is conducting a weekly morning program.

STEVE ALLEN, announcer of KOY, Phoenix, has joined cast of the five-weekly *Love Story Time* sponsored on that station by Tovrea Packing Co. He replaces Jack Wages, now in the Army.

TED BLISS, Hollywood producer of the weekly CBS *Don't You Believe It*, sponsored by Plough Inc. (St. Joseph's aspirin), has been given a similar assignment on *Suspense*, weekly sustaining feature on that network.

TRUDY ERWIN, former featured vocalist on the weekly NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike) has been signed as singing partner of Bing Crosby on *Kraft Music Hall*, sponsored by Kraft Cheese Co., that network.

HUGH WEDLOCK and Howard Snyder will write and produce one of the two Abbott and Costello pictures at Universal, tentatively titled "Abbott and Costello in Society".

SHELDON SHEPARD, author, has started a five-weekly quarter-hour commentary on world affairs over KMTR, Hollywood.

VICTOR PERRIN, chief announcer of the BLUE Hollywood, is the father of a boy born Feb. 7.

AUDREY MAYS, at one time writer-commentator of WWL, New Orleans, has joined Maury Foladare-Norman Millen, Hollywood publicity service.

BEN COLE, new staff producer of WLIB, Brooklyn, is writing and announcing the station's *Army Camp News* program.

HELEN MARY KNOX, formerly of WMT, Cedar Rapids, Ia., has been appointed assistant program director of the Gary studios of WIND, Chicago.

ART FORD, formerly of WBYN, Brooklyn, has joined the announcing staff of WPAT, Paterson, N. J., replacing Art Raymond, who was inducted into the Army Jan. 27. Howard Fenton, new to radio, joined the staff Feb. 1.

THOMAS FLETCHER has joined the announcing staff of WHK-WCLE, Cleveland.

JACK LUCAS, announcer of WELI, New Haven, is the 18th member of the staff to be called into the Armed Forces.

MAURICE BEDARD, formerly of Canadian Broadcasting Corp., Winnipeg, has joined the announcing staff of CKY, Winnipeg. Russ Carrier, formerly of CKX, Brandon, Man., and Beth Lockerbie have joined the staff. Maurice Burchess and Tom Benson have joined the Royal Canadian Navy as probationary sub-lieutenants.

JERRY McGEE, former NBC sound effects man in San Francisco, now in the Army, is touring the country with "This is the Army".

STUART HANNON, writer and free-lance journalist, has joined the staff of KGO, San Francisco, as news commentator.

JOHN BARLETT, formerly of WDSU, New Orleans, is announcing for Park Simmons, WJSV, Washington, while Simmons is on vacation.

BEN MORRIS, announcer of WKY, Oklahoma City, has been called to active duty with the Army Air Forces. Frank McIntyre, news editor, now handles publicity also.

BURTON ALAN WRIGHT, announcer of WKY, Oklahoma City, on Jan. 30 married Bette MacDonald, NBC Chicago actress.

Love Thwarted

"WILL you please play 'Moonlight Becomes You' at exactly 1:30 Saturday morning," a Marine wrote to Ed Fitzgerald, m.c. of *Moonlight Saving Time* on WOR, New York. "That's my girl's favorite song and I want to tune it in soft and sweet at exactly that time. Then I'm going to propose to her." It was Ed who had to say "No", because of wartime restrictions on request numbers.

PARKER GAYMAN, newscaster and announcer of KFRC, San Francisco, recently was commissioned an ensign in the navy and left for an eastern naval training station.

GENE KING, production supervisor of WOR, New York, is father of a boy born Feb. 30.

VIRGINIA BRUAER, formerly of KLZ, Denver, is now continuity editor of KMYR, Denver.

SAUL ORNEST, formerly with CKOV, Kelowna, B. C., has joined CBR, Vancouver.

BOB BOWMAN, special events chief at Canadian Broadcasting Corp., Toronto, has gone to Australia on special assignment for the British Dept. of War Information. Mr. Bowman has spent most of his time since the war in Great Britain in charge of the CBC overseas unit.

ANDREW COWAN, formerly with the talks department of Canadian Broadcasting Corp. is to join the CBC overseas unit shortly to report activities of Canadian servicemen in Britain and Africa.

AL ERSKINE has joined the announcing staff at CKMO, Vancouver.

GLADYS BOWDEN, of the continuity staff of KXOK has resigned. She was recently married to Lt. (j.g.) Marty Maracek.

DWAYNE JOHNS, Bob Churcher and Wally Grigg are new announcers of CKX, Brandon, Man.

PEGGY FIFE, formerly announcer at CKX, Brandon, Man., was recently married to Lance-Cpl. Wm. F. McCreary.

JIM AMECHE, radio M. C. and brother of Don Ameche, has been named permanent narrator on *Manhattan at Midnight*, BLUE series sponsored by Cummer Products Co., New York, and handled by Young & Rubicam, N. Y.

MARJORIE MORROW, former casting director of CBS, who resigned recently to become associate director of Warner Bros.'s eastern office, is handling publicity on a free-lance basis for *Here Is Tomorrow*, transcribed Sunday afternoon series which started Feb. 14 on 30 stations under sponsorship of the Cooperative League of the U. S. A.

TED HUSING, CBS sports announcer, who covers the annual broadcasts of the Kentucky Derby under sponsorship of Gillette Safety Razor Corp., Boston, will address a meeting of the company's sales managers in Boston Feb. 25.

WALT FRAMER, formerly of KDKA, and Joe Holt, formerly associated with the BLUE, have joined the announcing staff of WBYN, Brooklyn.

RICHARD EATON, former foreign correspondent and newspaper publisher, has started a series of twice-weekly quarter-hour broadcasts on WMCA, New York, covering the presidential press conferences from Washington.

REGINALD E. THOMAS has resigned as head of the program and production activities of NBC's Radio-Recording Div. He has applied for a naval commission. Succeeding him is Oscar C. Turner, who has had charge of Thesaurus programs and has been acting as special assistant to C. Lloyd Egner, vice-president in charge of the Division.

VARNER PAULSON, program director of WCOU, Lewiston, Me., has joined the announcing staff of WIP, Philadelphia.

LAWRENCE (Larry) PUCK, a member of Columbia Artists until that organization was sold to Music Corp. of America, is returning to CBS Feb. 15 as the network's talent scout, according to Douglas Coulter, CBS director of broadcasts.

EDWARD DeNIKE, of National Union Radio Corp., Newark, has been named public relations director of the company's advertising, publicity and morale building activities.

GEORGE COPPEDGE, formerly of WAYS, Charlotte, N. C., has joined the announcing staff of WSB, Atlanta. Clover Gatling, copy writer of Montgomery Ward & Co., New York, has joined the production staff.

EDDIE COWELL, sports and news announcer of WJHL, Johnson City, Tenn., has been made news editor, replacing Louise Woods, resigned.

PAULINE SNAP, formerly of the advertising department of Bamberger's in Newark, has joined the continuity staff of KOB, Albuquerque.

ERIK BARNOUW, assistant script director of NBC, has been named a member of the Writer's War Board.

GORDON JAMES, formerly of WJWC, Chicago, has joined the announcing staff of WIND, Chicago.

OZZIE C. WADE, for 10 years chief announcer of WKNE, Keene, N. H., has enlisted in the Navy and is at the Great Lakes, Ill., Naval Training Station. Bill and Bob Stephens, WKNE's twin announcers, have been inducted into the Army. Ted Austin, former sportscaster of WBIG, Greensboro, N. C., Peter Bochan, former announcer of WDEV, Waterbury, Vt., and Howard Wheelock, new to radio, have joined the announcing staff.

KENNETH WILSON is now managing news editor of WMBS, Uniontown, Pa. Harry C. Burwell is traffic manager.

LT. LILLIAN FAUST, WAAC, formerly of the continuity staffs of KCKN, KOMO, Kansas City, and women's director of KRIC, Beaumont, Tex., has been assigned to radio division, public relations, of Ft. Oglethorpe, Ga.

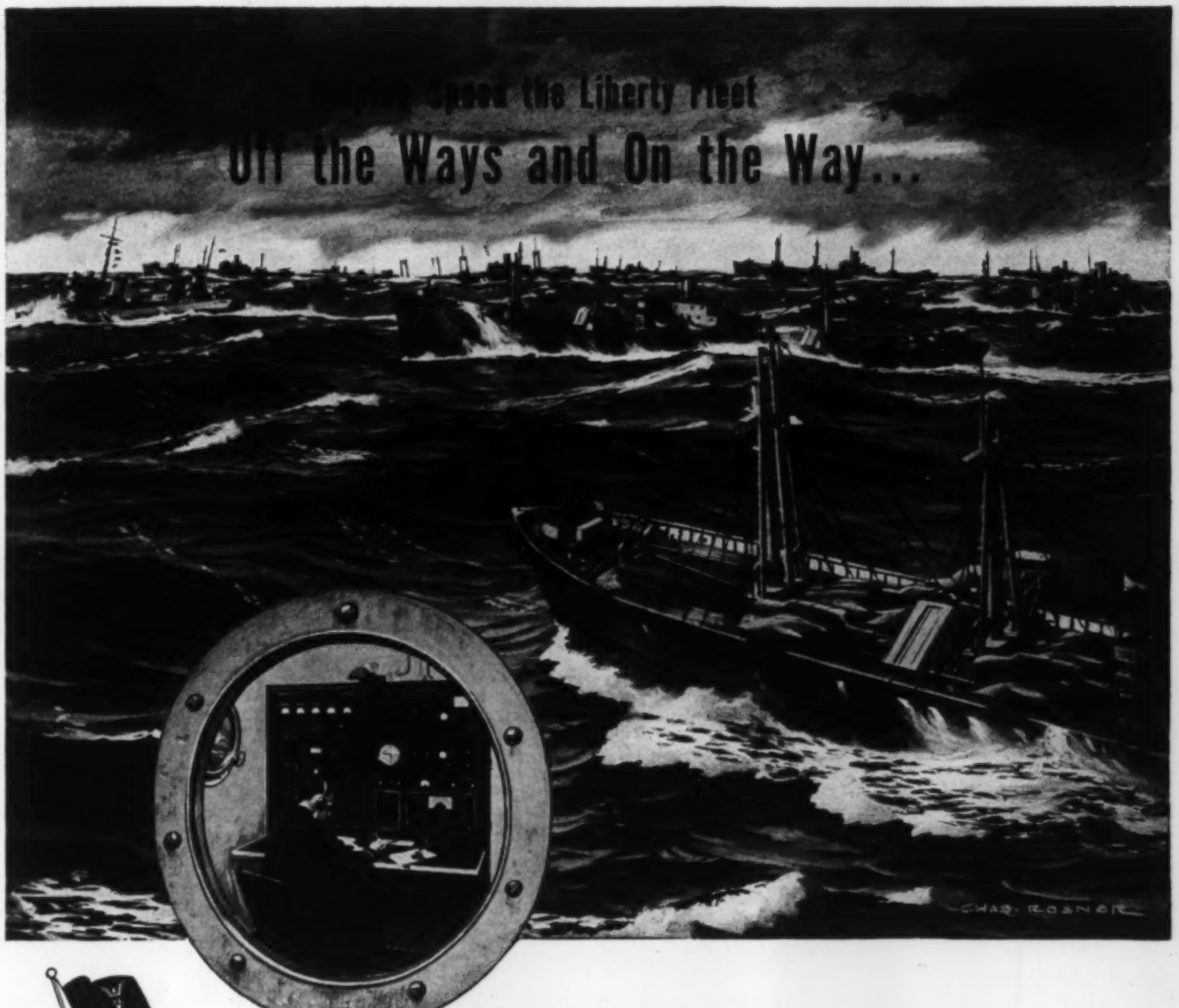
DOUGLAS WRIGHT, announcer-continuity writer of WCAR, Pontiac, has joined WJLB, Detroit, as announcer, and will resume freelance agency writing in Detroit.

TURNER PASCAL replaces Bill Brownlee on the announcing staff of WBML, Macon, Ga. Brownlee joined WBML recently on a Monday, reported for the Army the following Friday.

ROBERT A. GRINDE, formerly of WHA, Madison, has joined KFAC, Los Angeles, as announcer. He succeeds John Groller who resigned to join CBS, Hollywood, as writer-producer.

CLIFF ANDERSON, Western division program traffic manager of BLUE, Hollywood, has taken on additional duties of business manager for the program department.

LEE WOOD, news writer of KPO, San Francisco, has been transferred to NBC, Hollywood. He replaces Jack Burtt Jr., who has been commissioned an ensign in the Navy and reports to the Naval Training School at Tucson, Ariz., on Feb. 15.


Helping Speed the Liberty Fleet
Off the Ways and On the Way...
CHAS. ROSNER

...Awarded the Maritime M "for Outstanding Development and Production of Radio Equipment"

The new Liberty Ship radio
Developed for The Maritime Commission
By I. T. & T.'s manufacturing associate
Federal Telephone and Radio Corporation
Is helping save the manpower hours
That build our bridge of ships.

Not eight or ten separate parts
But *one*
Compact, all-in-one
Radiotelegraph Unit—
Takes care of
Both sending and receiving.

Installed in one-fifth the time
Normally required—
Ready to plug in and tune in—
It is freeing skilled craftsmen
For other vital jobs.

In recognition of
"Outstanding performance
In the development and production
Of radio equipment"
The Maritime Commission has awarded
Federal Telephone and Radio Corporation
The Maritime "M" Pennant
The Victory Fleet Flag
And Maritime Merit Badges.

Federal Telephone and Radio Corporation
General Offices: 200 Mt. Pleasant Avenue, Newark, N. J.

AN **I T&T** ASSOCIATE

BALTIMORE'S BLUE
NETWORK
OUTLET

WCBM

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives
SPOT SALES, INC.
New York Chicago - San Francisco

"SELLING" STRENGTH
..not "Signal" Strength
brought in
9,125 replies to
52 Hundred-word
Spots

Just one example how WDZ's "DIRECTIONAL PROGRAMMING" works. Learn how your National sales story can be . . .

Aimed EXCLUSIVELY
at the 70% who
work with their Hands

QUICKLY
DIRECTLY
RESPONSIVE

You may be surprised at the action your "sell" copy generates through capable WDZ hands. Reason?—For 21 years we've studied, lived with the psychology of the folks who work with their hands.

WDZ
TUSCOLA
ILLINOIS
1000 WATTS

Let us help you mold appeals into a radio selling package patterned for the "70% masses" you must sell in so many markets. Contact us, or . . .

HOWARD H. WILSON CO., Representatives
New York, Chicago, Hollywood, Seattle

206,154 Listener Letters During 1941!!

BILL WOOSEY has joined the news staff of KXOK, St. Louis, as announcer, replacing George Bauer, who has joined WMBD, Peoria.

WARREN GIRARD has left the announcing staff of WCAE, Pittsburgh, to join the Army Air Forces at Miami, Fla.

JOHNNY JACOBS, announcer of KMOX, St. Louis, has joined the Maritime Service at Boston, the 30th KMOX employe to enter the armed services.

BESSIE BEATTY has been named chairman of the radio committee for the business and professional women's division of the British War Relief Society.

LOWELL C. SMITH has joined the staff of KGVO, Missoula, Mont.

JANET LOBERT has joined the staff of KSOO, Sioux Falls, S. D.

L. DANIEL HARLESS, chief news editor and announcer of WSAV, Savannah, has been appointed announcer for the B. J. Williams *True or False* show on the BLUE, which originated Feb. 8 at the Parris Island Marine Training Base. Ruth Christianson has joined the program staff and will do a daily movie gossip program, under the name of June O'Day, and various women's features.

WILLIAM J. REDDICK, at one time director of Ford Motor Co, radio programs, has joined NBC's production staff as director, assigned to the NBC Symphony broadcasts.

JOEL CHESNEY, former announcer of WAAT, Jersey City, has joined WINS, New York. Jean Gilbert, of Gilbert Adv., Rochester, has become secretary to WINS program director, John T. Adams.

DAN BOWERS, formerly of KGB, and KFSD, San Diego, has been appointed director of news and special events of KOMA, Oklahoma City.

DUSTIN RHODES, formerly of WTMV, St. Louis, has joined the announcing staff of WIL, St. Louis, replacing George Abel, now with KSD, St. Louis.

DUANE A. NELSON, former staff announcer of WJLS, Beckley, W. Va., has been commissioned a second lieutenant and stationed at Lexington.

FRANCES RICE, continuity editor of WIL, St. Louis, and publication chairman of the Women's Adv. Club, on Jan. 12 enlisted in the WAACs and is now awaiting orders.

OLAF SOWARD, formerly of Kansas City stations, has joined the announcing staff of WIBW, Topeka.

ROBERT H. HARTER, former traffic manager of WHO, Des Moines, has been commissioned a second lieutenant after completing a training course at Harvard U.

MAJ. ERNEST C. SANDERS, announcer of WHO on leave with the Army, is recovering from a fractured arm in the Army hospital at Springfield, Mo.

To Fete Journalists

TEN JOURNALISTS from Uruguay and Peru, now on a tour of the United States under the auspices of the National Press Club, the State Dept. and the Office of the Coordinator of Inter-American Affairs, will be honored Feb. 23 at a reception by NBC and will participate in a shortwave broadcast to Latin America from NBC studios.

GUEST STAR on Arthur Jones' *Homemaker's Club of the Air*, on KXOK, St. Louis, recently was Tommy Jones, who observed his first birthday by helping out on dad's program. Fan mail indicated the young man has a great future.

Studio Notes

STATE PENITENTIARY, at Huntsville, Tex., broadcasts *Thirty Minutes Behind the Walls* every Wednesday night at 10:30 over WBAP, Ft. Worth. Program has proved a major success in sale of War Bonds. Orders mostly of the larger denominations from all parts of the country continue to pour in since the impassioned plea of an inmate on a recent program. Written and produced entirely by inmates, program won the Peabody Radio Award for Public Service in 1941.

CONGRESSMAN Ranulf Compton, of the 3d Connecticut district, speaks directly from Washington over network lines on WELI, New Haven, every Saturday evening.

FOR MILITARY SERVICES especially, WMAQ, Miami, airs *Reveille In Rythm*, Monday through Saturday, 6:45 to 7:00 a.m., featuring popular recordings and news to servicemen, produced by Pvt. Bruce Wendell of the Army Air Base Command, Miami Beach, a former understudy of Martin Block, New York announcer and m.c. *Men Of The Fleet*, Thursdays, 9:30 p.m., features the 7th Naval District Band and guests from radio and stage. A local music firm makes a transcription of a message from a service man in the audience to his family and the record is sent to the person named. WMAQ has secured radios for squadrons having none and hooked up loudspeakers for squadrons with assembly places at a distance.

INTERVIEWS of naval recruits of Sampson Naval Training Station, Sampson, N. Y., are aired by WSAY, Rochester, N. Y., in a series titled *Blue Jacket Time*, on Sundays, 3:30 to 4:00 p.m., conducted by Mort Nusbaum, manager, and Harold Kolb, program director. On Tuesdays, 6:15 to 6:30 p.m., Frank Silva, sports commentator of WSAY, interviews Sampson recruits prominent in sports before entering the service.

THREE SPONSORS have been added to *North Jersey War of Production*, five-weekly program started as a sustainer on WPAT, Paterson, N. J., Oct. 19, to procure workers for war industries. In addition to Star Electric Motor Co., Bloomfield, and Walter Kidde Co., Belleville, among the first sponsors of the program [BROADCASTING, Nov. 16]. Beach Air Brush Co., Public Service Transportation, and Diehl Mfg. Co. have become sponsors.

MUSIC Educators National Conference has set up a national committee to conduct a survey of the class-room value of *Music of the New World*, presented on NBC's *Inter-American University of the Air*. Teachers and students will cooperate in the survey.

AS A public service with cooperation of WOL, Washington, the weekly series, *Congressional Record of the Air*, is being transcribed in that city for special release on KROW, Oakland. Transcriptions feature talks by Congressmen.

NEW SERIES of interviews titled *Back Talk* is conducted by announcer Gunnar Back every Friday at 3:4 p.m. on WJSV, Washington. First guest was Frazier Hunt, news commentator and former foreign correspondent. Prominent Washington personalities will appear on the show each week.

SCHOOLROOM use of radio is underway in Ithaca, N. Y., where WHCU has started a weekly 15-minute program, *Journeys Behind the News*, interpreting current events in simple terms. Broadcast Fridays under the supervision of W. Robert Farnsworth, director of radio for the local schools, the program is tied into the established curriculum.

TO PROMOTE the Red Cross recruiting campaign for Army and Navy nurses, twice-weekly quarter-hour series dramatizing wartime activities of that organization was begun on KFI, Los Angeles, in late January. Written by Frederick Heider, program highlights careers of Red Cross nurses.

ALL-GIRL *Victory Belles*, weekly half-hour program for servicemen on KNX, Hollywood, recently expanded to CBS Pacific coast stations, Saturday, 6-6:30 p.m. (PWT). Cast includes all-girl orchestra. Ona Munson is producer.

KLZ, Denver, climaxed the Denver B'nai B'rith Lodge War Bond drive with a broadcast of events at the "$1,000 per seat premiere" of Bob Hope's "They Got Me Covered" at the Orpheum Theatre when purchaser of a ticket for the show had to buy at least a $1,000 War Bond during the campaign. B'nai B'rith presented Colorado's Collector of Internal Revenue with a check for $2,700,000 for War Bonds.

BREAKING the pictures at nine o'clock, four Fanchon & Marco theatres in St. Louis, in cooperation with KXOK, St. Louis, gave audience news of the Roosevelt-Churchill Africa meeting.

REMOTE 300-mile broadcast once a week from the Tonopah bombing and gunnery range to pick up the post dance orchestra is originated by KOH, Reno.

SELECTED to participate in *Command Performance U. S. A.*, is the Saturday night feature of WSM, Nashville, *Grand Ole Opry*. Particularly requested by soldiers was Roy Acuff and his Smoky Mountain Boys.

WMIN, St. Paul-Minneapolis, has acquired the AP radio news wire from Press Assn.

WNEW, New York, has resumed commentaries by J. B. Priestley, British author, who speaks from the London studios of BBC.

KGO, San Francisco, on Feb. 8 started a six-weekly all-night program of newscasts, music and special features to entertain war workers on the swing and daytime shifts.

POINT RATIONING is subject of twice-daily broadcasts on WNYC, New York.

TWO BASKETBALL games between Phillips 66 and Wyoming U for the infantile paralysis fund were broadcast by KMYR, Denver, for a special network of stations in Wyoming, Kansas and Colorado.

WLS, Chicago, on Feb. 7 began its Sunday schedule of broadcasting one hour earlier than previously. Station now signs on at 8 a.m. WLS has started a series of Saturday afternoon quarter-hour programs promoting the activities of the SPARS titled *Ahoy, Coast Guard*.

HERE'S THE

Prospect Planning List

ADVERTISING EXPERTS DEMAND YEAR AFTER YEAR!

399 advertising budgets $100,000 or more . . . 771 different brand name budgets . . . a four year advertising expenditure comparison for Radio, Magazines and Farm Papers.

What happened to advertising in 1942, America's first year at war? Were budgets advanced or slashed? Did market changes cause media shifts? If so, how much?

Where did advertising money go in 1942? How did it compare to 1941 . . . or '40 . . . or '39?

Important? Certainly is! Most advertisers and agency men will go over the tables to compare operations . . . to check competitive effort. Media men will be checking too, to discover where they succeeded and where they slipped. New sales presentations will be made, others brought up-to-date. All will make adjustments to capitalize on the changing picture.

The annual report "Leading Advertisers and their Expenditures" in the February 5th Printers' Ink is only one of the many services P. I. performs to keep its readers informed . . . only one of the many reasons top-flight advertising, merchandising, marketing and media men keep renewing their P. I. subscriptions year after year.

To reach the men who build and spend the nation's advertising budgets use Printer's Ink, the magazine that helps these men at their job, the one magazine with penetrating circulation . . . the one magazine that dominates the field.

Printers' Ink

The Weekly Magazine of Advertising, Management and Sales

205 EAST 42ND STREET • NEW YORK, N. Y.

Radio networks, stations and representatives using *Printers' Ink* during the past year

BLUE NETWORK CO., INC.
BUFFALO BROADCASTING CO.
COLUMBIA BROADCASTING SYSTEM
COLUMBIA PACIFIC NETWORK
COWLES STATIONS
DON LEE BROADCASTING SYSTEM
MUTUAL BROADCASTING CO.
NATIONAL BROADCASTING CO.
N. B. C. SPOT AND LOCAL SALES
NEW ENGLAND REGIONAL NETWORK
WESTINGHOUSE RADIO STATIONS
YANKEE NETWORK
FREE & PETERS, INC.
JOHN BLAIR & CO.
KDAL, DULUTH*
KDKA, PITTSBURGH
KECA, LOS ANGELES
KFEL, DENVER
KJR, SEATTLE
KMBC, KANSAS CITY
KMOX, ST. LOUIS
KNX, LOS ANGELES
KOMO, SEATTLE
KRNT, DES MOINES
KSO, DES MOINES
KWKH, SHREVEPORT
KXOK, ST. LOUIS
KYW, PHILADELPHIA
WABC, NEW YORK
WBBM, CHICAGO
WBT, CHARLOTTE
WBZ-WBZA, BOSTON
WCAE, PITTSBURGH
WCAU, PHILADELPHIA
WCCO, MINNEAPOLIS
WCKY, CINCINNATI*
WCOP, BOSTON
WDAY, FARGO*
WDRC, HARTFORD
WDZ, TUSCOLA
WEAF, NEW YORK
WEEI, BOSTON
WEVD, NEW YORK
WFIL, PHILADELPHIA
WGAR, CLEVELAND
WGBI, SCRANTON
WGL, FORT WAYNE
WGN, CHICAGO
WGR, BUFFALO
WGY, SCHENECTADY
WHBF, ROCK ISLAND
WHEC, ROCHESTER
WHK, CLEVELAND
WHO, DES MOINES
WISH, INDIANAPOLIS*
WJR, DETROIT
WJSV, WASHINGTON
WJWC, CHICAGO-HAMMOND*
WJZ, NEW YORK
WKBW, BUFFALO
WKZO, KALAMAZOO—GRAND RAPIDS*
WLIB, NEW YORK
WLS, CHICAGO
WMAQ, CHICAGO
WMBD, PEORIA
WMC, MEMPHIS
WMT, CEDAR RAPIDS-WATERLOO
WNAX, SIOUX CITY-YANKTON
WNEW, NEW YORK
WOR, NEW YORK
WORL, BOSTON
WOW, OMAHA
WOWO, FORT WAYNE
WQXR, NEW YORK
WRNL, RICHMOND
WSGN, BIRMINGHAM
WSM, NASHVILLE
WSYR, SYRACUSE
WTAG, WORCESTER
WTAM, CLEVELAND
WTAR, NORFOLK
WTRY, TROY
WWL, NEW ORLEANS

**Space placed by* FREE & PETERS, INC.

Printers' Ink reaches advertisers and agencies, the people who buy radio time.

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KMMJ, Grand Island, Neb.

General Mills, Minneapolis (Wheaties), 5 *t* weekly, 52 weeks, thru Knox-Reeves Adv., Minneapolis.

Double Mix Inc., Kansas City (Double-Mix butter spread), 6 *sa* weekly, thru Jerome Galvin Adv. Co., Kansas City.

Hamburg Hatchery, Hamburg, Ia. (chickens), 6 *sa* weekly, thru Buchanan-Thomas Adv. Co., Omaha.

Storz Brewing Co., Omaha, 3 *sp* weekly, 13 weeks, thru Buchanan-Thomas Adv. Co., Omaha.

Iowa Master Breeders, Onawa (chickens), 6 *sp* weekly, 26 weeks, direct.

Interstate Nursery, Hamburg, Ia. (stock seeds), 15 *sp* weekly, 20 weeks, direct.

Winterine Mfg. Co., Denver (Antarctic Antifreeze), 52 *sa*, direct.

Poultry Tribune, Mount Morris, Ill., 6 *sa* weekly, thru First United Broadcasters, Chicago.

Pathfinder Magazine, Washington, D. C., 65 *sa*, thru United Adv. Co., Chicago.

Weevil Fume Co., Kansas City (proprietary), 52 *sa*, thru Merritt Owens.

Consolidated Drug Trade Products, Chicago (Peruna, Kolor-Bak), 6 *sp* weekly, thru Benson & Dall, Chicago.

O. A. Cooper Co., Humboldt, Neb. (feeds), 6 *sp* weekly, 26 weeks, thru France & Duff Adv. Agency, Omaha.

Loup Valley Hatchery, Loup City, Neb. (chickens), 6 *sp* weekly, 26 weeks, direct.

Gage County Hatchery, Superior, Neb. (chickens), 6 *sa* weekly, direct.

Lexington Mills, Lexington, Neb. (flour, feeds), 6 *sp* weekly, 52 weeks, thru France & Duff Adv., Agency, Omaha.

Charm Kurl Co., Chicago (permanent wave kit), 52 *sa*, thru Guenther-Bradford & Co., Chicago.

WJPR, Greenville, Miss.

Lion Oil Refining Co., El Dorado, Ark., weekly *sp*, 39 weeks, thru Anfenger Adv. Agency, St. Louis.

Humko Co., Memphis (shortening), 3 *sp* weekly, thru Simon & Gwynn, Memphis.

Jackson Brewing Co., New Orleans, 6 *sp* weekly, thru Anfenger Adv. Agency, New Orleans and St. Louis.

Virden Lumber Co., Greenville, 2 *sp* weekly, 1 year, direct.

Plough Inc., Memphis (St. Joseph aspirin, Penetro nose drops), 12 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.

Coca-Cola Bottling Co., Greenville, 5 *sp* weekly, direct.

Monticello Drug Co., Jacksonville, Fla. (666 tablets), 3 *sa* weekly, direct.

Vick Chemical Co., New York (Vapo Rub), 15 *ta* weekly, thru Morse International, N. Y.

WNOX, Knoxville, Tenn.

Miller & Co., Chicago (telescopes), daily *sa*, 4 weeks, thru United Adv. Co., Chicago.

Pathfinder Pub. Co., Washington (*Income Tax Guides*), daily *sa*, 4 weeks, thru United Adv. Cos., Chicago.

World's Products Co., Spencer, Ind. (Laymon's vitamins), daily *sa*, 2 weeks, thru Phil Gordon Agency, Chicago.

Southern Bell Telephone & Telegraph Co., Atlanta, 10 *sa* weekly, thru Robert Scott Adv. Agency, Atlanta.

Miami Margarine Co., Cincinnati, 3 *ta* weekly, thru Ralph H. Jones Co., Cincinnati.

Sterling Insurance Co., Chicago, daily *sp*, thru E. H. Brown Adv. Agency, Chicago.

Bruckmann Brewing Co., Cincinnati, daily *sp*, direct.

WDBJ, Roanoke

Dr. Pepper Bottling Co., Dallas, 4 *t* weekly, thru Tracy-Locke-Dawson, N. Y.

KOH, Reno

Los Angeles Soap Co., Los Angeles (White King, Sierra Pine soaps), 5 *ne* weekly, 52 weeks, thru Raymond R. Morgan Co., Los Angeles.

Los Angeles Soap Co., Los Angeles (Scotch cleanser), 6 *sp*, *t* weekly, 2 weeks, thru Raymond R. Morgan Co., Los Angeles.

Leslie Salt Co., San Francisco, 101 *ta*, thru Erwin, Wasey & Co., San Francisco.

Voice of Prophecy, Chicago (religious), weekly *t*, 52 weeks, thru G. C. Hoskins Assoc., Chicago.

Rainier Brewing Co., San Francisco, 7 *sa* weekly, 52 weeks, thru Buchanan & Co., Los Angeles.

Procter & Gamble, Cincinnati (Duz), 20 *ta*, thru Compton Adv., N. Y.

WOR, New York

R. B. Davis Sales Co., Hoboken, N. J. (Cut Rite waxed paper), 5 *sa* weekly, 52 weeks, thru Chas. Dallas Reach Co., Newark.

Kibblets Inc., Newark (dog food), 5 *sa* weekly, 52 weeks, thru Al Paul Lefton Co., N. Y.

General Motors Corp., Detroit (institutional), weekly *t*, thru Campbell-Ewald Co., Detroit.

Savings Bank Assn. of N. Y. State, 5 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

Duffy-Mott Co., New York (Apple Juice, Cider), 5 *sa* weekly, thru Al Paul Lefton Co., N. Y.

Miles Labs., Elkhart, Ind. (One-A-Day vitamin tablets), 5 *sa* weekly, thru Wade Adv. Agency, Chicago.

WTOC, Savannah, Ga.

Swift & Co., Chicago (Allsweet margarine), 5 *ta* weekly, 18 weeks, thru J. Walter Thompson Co., N. Y.

Yager Liniment Co., Baltimore, 50 *sa*, thru Harvey-Massengale Co., Durham.

Lever Bros., Cambridge (Rinso), 19 *ta* weekly, thru Young & Rubicam, N. Y.

Hathaway Bakeries, Cambridge, 21 *sa* weekly, 12 weeks, thru Louis Glasor Adv., Boston.

Cocilana Inc., New York (cough drops), 3 *ta* weekly, 13 weeks, thru Al Paul Lefton Co., N. Y.

S. Albertson Co., Boston, 6 *sa*, thru David Malkiel Adv. Agency, Boston.

KECA, Los Angeles

Pep Boys of Calif., Los Angeles (auto accessories), weekly *sp*, thru Milton Weinberg Adv., Los Angeles.

Universal Enterprises, Los Angeles (paint), weekly *sp*, thru Adolph Wenland Adv., Los Angeles.

WOV, New York

Paramount Pictures, New York ("Star Spangled Rhythm"), 8 *sp*, thru Buchanan Co., N. Y.

Roxy Theatre, New York, 21 *sa*, thru Kayton-Spiero Co., N. Y.

Sachs Quality Furniture, New York, 260 *sp*, direct.

San Gabriel Wine Co., L. I. City, N. Y., 312 *ta*, thru Emil Mogul Co., N. Y.

Religious Service Kit, New York, 117 *sp*, direct.

N. Y. Journal-American, New York, 9 *sa*, direct.

Macfadden Pub., New York (*True Story* Magazine), 5 *sp*, thru Raymond Spector Co., N. Y.

Block Drug Co., Jersey City (Gold Medal oil capsules), 156 *sa*, thru J. Walter Thompson, N. Y.

Bisceglia Wine Co., L. I. City, N. Y., 312 *sa*, thru Pettinella Adv., N. Y.

Family Policy Service, New York, 106 *sp*, thru Intercity Adv., N. Y.

Barney's Clothing Store, New York (men's clothes), 1716 *sa*, thru Emil Mogul Co., N. Y.

National Shoe Store Co., New York, 39 *sp*, thru Emil Mogul Co., N. Y.

Johnson & Johnson, New Brunswick, N. J. (adhesive tape), 39 *ta*, thru Inselbric Agency, Newark, N. J.

B. Filippone & Co., Passaic, N. J., 312 *sp*, thru Filco Adv., Passaic.

WLS, Chicago

Lever Bros., Cambridge, Mass. (Rinso, Vimms) 17 *sa* weekly, 7 weeks, thru Ruthrauff & Ryan, N. Y.

Johnson & Johnson, New Brunswick, N. J. (toothbrushes), 6 *sa* weekly, 52 weeks, thru Ferry-Hanly Co., N. Y.

Rit Products Corp., Chicago (dyes), 15 *sa* weekly, 23 weeks, thru Earle Ludgin & Co., Chicago.

Lane Bryant Inc., New York (clothing catalog) 6 *sa* weekly, 5 weeks, thru E. H. Brown Adv. Agency, Chicago.

Walker Remedy Co., Waterloo, Ia. (poultry remedies), 12 *sa* weekly, 5 weeks, thru Weston-Barnett, Waterloo.

WEAF, New York

Manhattan Soap Co., New York (Sweetheart), 3 *ne* weekly, 52 weeks, thru Franklin Bruck Adv., N. Y.

Maltex Co., Burlington, Vt. (cereals), weekly *ne*, 26 weeks, thru Samuel C. Croot Co., N. Y.

KGVO, Missoula, Mont.

Procter & Gamble Co., Cincinnati (Duz), 6 *ta* weekly, thru Compton Adv., N. Y.

KQW, San Francisco

Rainier Brewing Co., San Francisco, 5 *sa* weekly, thru Buchanan & Co., San Francisco.

Kaiser Shipyards, Richmond, Cal. (housing) 2 *sp* weekly, direct.

California Nursery Co., Oakland, Cal. weekly *sp*, thru Ryder & Ingraham, Oakland.

Continental Baking Co., New York, 8 *sa* weekly, thru Ted Bates Inc., N. Y.

Simon & Schuster, New York (tax instruction book) 7 *sp* weekly, thru Northwest Radio Adv. Agency, Seattle.

Macfadden Pub., New York (*True Story*) weekly *sp*, thru Raymond Spector Adv., N. Y.

Procter & Gamble, Cincinnati (Lava soap) 9 *sa* weekly, thru The Biow Co., N. Y.

Alameda County Nursery, Oakland, Cal. 3 *sp* weekly, thru Emil Reinhardt Adv., Oakland.

Marlin Firearms Co., New Haven (razor blades) 3 *sa* weekly, thru Cravens & Hedrick, N. Y.

Fontana Food Products, San Francisco (noodles) 3 *sa* weekly, thru Long Adv. Service, San Francisco.

Acme Breweries, San Francisco, 3 *sp* weekly, thru Brisacher, Davis & Staff, San Francisco.

WFIL, Philadelphia

William H. Wise & Co., New York (Knitting Guide), 1 *sa* weekly, 4 weeks, thru Huber Hoge & Sons, N. Y.

Yager Liniment Co., Baltimore, 6 *sa* weekly, 11 weeks, thru Harvey-Massengale, Durham, N. C.

Beecham's Pills, Bloomfield, N. J., 5 *sa* weekly, 14 weeks, thru Atherton & Currier, N. Y.

Block Drug Co., Jersey City (Gold Medal capsules), 5 *sa* weekly, 52 weeks, thru J. Walter Thompson, N. Y.

Doubleday, Doran & Co., New York (Book League of America), 16 *sa* weekly, thru Huber Hoge & Sons, N. Y.

Freihofer Baking Co., Philadelphia 15 *sa* weekly, 13 weeks, thru Richard A. Foley Adv. Agency, Philadelphia.

General Baking Co., Philadelphia, 8 *sa* weekly, 2 weeks, thru Ivey & Ellington, Philadelphia.

Consumers Cooperative League of U.S.A. New York, 1 *t* weekly, 13 weeks, thru Atherton & Currier, N. Y.

WLIB, Brooklyn

Franklin School of Dancing, New York weekly *sp*, 13 weeks, thru Director & Lane, N. Y.

Brass Rail Restaurants, New York, 14 *sp* weekly, 52 weeks, thru Blackstone Co. N. Y.

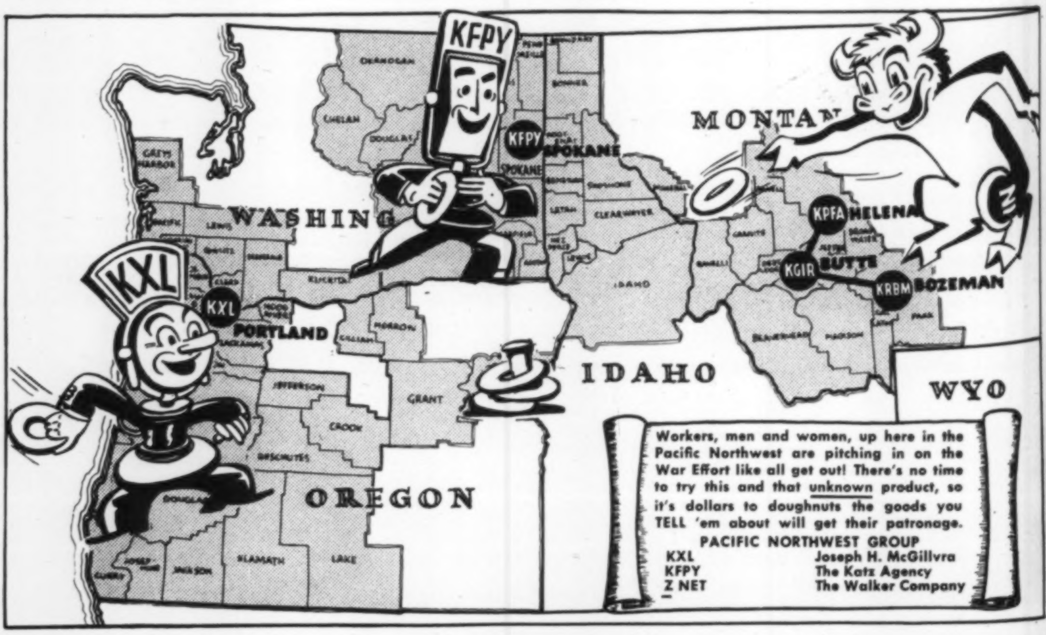
Universal Broadcasting Co., New York, 5 *sp* weekly, 52 weeks, thru Furman, Feiner & Co., N. Y.

Roxy Theater, New York, 2 *sp*, 22 *sa*, 1 week, thru Blackstone Co., N. Y.

Wright Clothes, New York, 3 *ne*, 3 *sa* weekly, 52 weeks, thru Mason-Relkin Co., N. Y.

WJZ, New York

Dryden & Palmer, Long Island City, N. Y. (Gravymaster), weekly *sa*, thru Samuel C. Croot Co., N. Y.



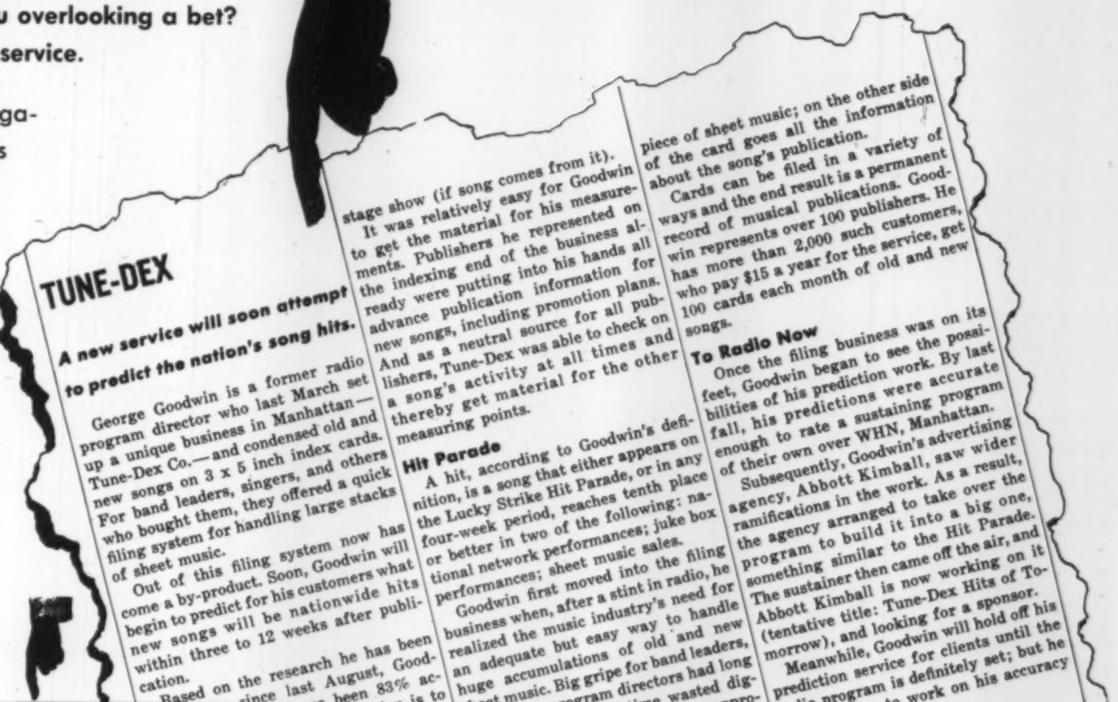
Workers, men and women, up here in the Pacific Northwest are pitching in on the War Effort like all get out! There's no time to try this and that unknown product, so it's dollars to doughnuts the goods you TELL 'em about will get their patronage.

PACIFIC NORTHWEST GROUP
KXL Joseph H. McGillvra
KFPY The Katz Agency
Z NET The Walker Company

ATTENTION!

Program Directors, Agencies, Transcription Producers . . . are you overlooking a bet? You need this TUNE-DEX service.

This is reprint of TIDE magazine's number two news story . . . current issue. Read it here if you missed it.



TUNE-DEX

A new service will soon attempt to predict the nation's song hits.

George Goodwin is a former radio program director who last March set up a unique business in Manhattan—Tune-Dex Co.—and condensed old and new songs on 3 x 5 inch index cards. For band leaders, singers, and others who bought them, they offered a quick filing system for handling large stacks of sheet music.

Out of this filing system now has come a by-product. Soon, Goodwin will begin to predict for his customers what new songs will be nationwide hits within three to 12 weeks after publication.

Based on the research he has been … since last August, Good… been 83% ac… is to … be… ds: … ned… ring … plica… uence … ovie or stage show (if song comes from it).

It was relatively easy for Goodwin to get the material for his measurements. Publishers he represented on the indexing end of the business already were putting into his hands all advance publication information for new songs, including promotion plans. And as a neutral source for all publishers, Tune-Dex was able to check on a song's activity at all times and thereby get material for the other measuring points.

Hit Parade

A hit, according to Goodwin's definition, is a song that either appears on the Lucky Strike Hit Parade, or in any four-week period, reaches tenth place or better in two of the following: national network performances; juke box performances; sheet music sales.

Goodwin first moved into the filing business when, after a stint in radio, he realized the music industry's need for an adequate but easy way to handle huge accumulations of old and new sheet music. Big gripe for band leaders, singers, or program directors had long been the amount of time wasted digging through music stacks for appropriate pieces.

Tune-Dex transfers to one side of an index card the chorus and melody of a piece of sheet music; on the other side of the card goes all the information about the song's publication.

Cards can be filed in a variety of ways and the end result is a permanent record of musical publications. Goodwin represents over 100 publishers. He has more than 2,000 such customers, who pay $15 a year for the service, get 100 cards each month of old and new songs.

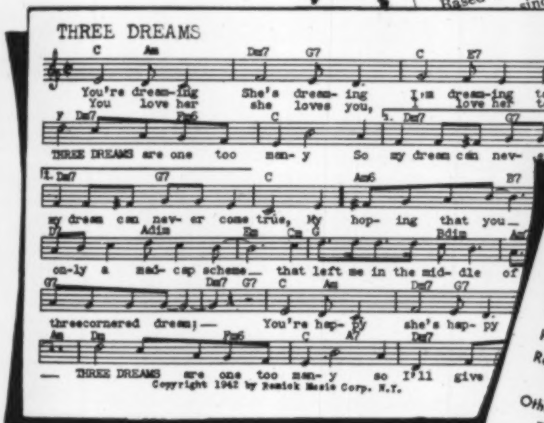
To Radio Now

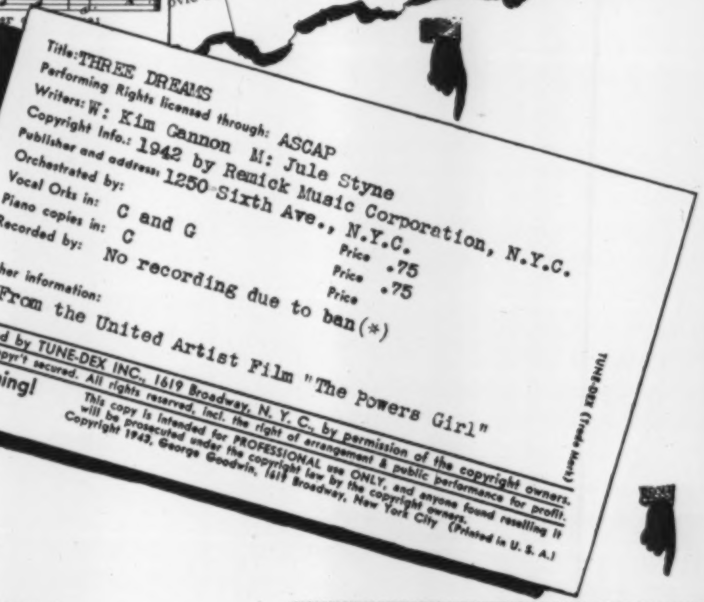
Once the filing business was on its feet, Goodwin began to see the possibilities of his prediction work. By last fall, his predictions were accurate enough to rate a sustaining program of their own over WHN, Manhattan.

Subsequently, Goodwin's advertising agency, Abbott Kimball, saw wider ramifications in the work. As a result, the agency arranged to take over the program to build it into a big one, something similar to the Hit Parade. The sustainer then came off the air, and Abbott Kimball is now working on it (tentative title: Tune-Dex Hits of Tomorrow), and looking for a sponsor.

Meanwhile, Goodwin will hold off his prediction service for clients until the radio program is definitely set; but he will continue to work on his accuracy rating.

TUNE-DEX is the first and only permanent living index of popular music . . . examine this card . . . here's the whole story.


THREE DREAMS
Moderato
You're dream-ing She's dream- ing I'm dream-ing too but
You love her she loves you, I love her too but
THREE DREAMS are one too man- y So my dream can nev-
my dream can nev- er come true, My hop- ing that you
on-ly a mad- cap scheme that left me in the mid- dle of
threecornered dream; You're hap- py she's hap- py
THREE DREAMS are one too man- y so I'll give
Copyright 1942 by Remick Music Corp. N.Y.



Title: THREE DREAMS
Performing Rights licensed through: ASCAP
Writers: W: Kim Gannon M: Jule Styne
Copyright Info.: 1942 by Remick Music Corporation, N.Y.C.
Publisher and address: 1250 Sixth Ave., N.Y.C.
Orchestrated by:
Vocal Orks in: C and G Price .75
Piano copies in: C Price .75
Recorded by: No recording due to ban(*) Price
Other information:
From the United Artist Film "The Powers Girl"

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TUNE-DEX (Trade Mark)

* Note: Advance info on recordings of new pop tunes will be supplied as soon as present recording situation is cleared.

Exact reproduction of a Tune-Dex card. Actual size is 3" x 5". Note completeness of needed information. Each month 50 new, 50 standard songs.

See this index of songs FREE. Send no money. If you don't think it's a service you need after inspecting first month's cards, return without obligation. Cost is only 30c a week if you continue the service! Mail coupon today.

TUNE•DEX INC.

1619 Broadway, New York City

TUNE-DEX, INC., 1619 Broadway, New York City

Please enter order for Tune-Dex Card Index songs—100 cards a month—$15.00 per year. Billing to be made when first month's cards are sent. If we are not satisfied after inspecting, we reserve right to return cards and cancel order at no cost to us (BC215)

☐ Start subscription with current month's cards.
☐ Predate this order to include all cards issued since May, 1942 which will give complete Tune-Dex file.

Name ______________________________
Address ______________________________
City ____________________ State ____________

PATRIOTIC SIGNOFF

President's Flag Day Prayer Closes WINX Day

AMERICAN CREED, read by an announcer, followed by a rebroadcast of President Roosevelt's Flag Day prayer, is the patriotic signoff now used by WINX, Washington, from 1-1:04 a.m. The President's transcribed voice is heard over faint music of *America The Beautiful*.

At conclusion of the prayer the music is up, then fades quickly for a brief pause then three dots and a dash. The announcer concludes with "V is for victory."

We Thank Our Competition

—for helping publicize the *new* Savannah Market. We *sell* this market . . . at the *lowest per-person cost* of any medium!

NBC
BLUE, TOO

WSAV
SAVANNAH

National Representatives
GEORGE P. HOLLINGBERY CO

INERTIA

EVERY plant superintendent knows that an idle machine uses more power to start up than it does to keep going. The extra power is needed to overcome "inertia"—the tendency of a thing to keep on doing just what it's doing now.

The laws of inertia apply just as much to people as to machines. Once people *stop* thinking about your product, it takes a lot more advertising power to *start* them again than it would to *keep* them. Avoid paying for public inertia by giving people something they value—radio entertainment—to remember you by.

CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB

Radio Advertisers

SPARKLETTS DRINKING WATER Co., Los Angeles (bottled water), directing efforts to graveyard shift war industry workers, on Feb. 2 started sponsoring a five-weekly after-midnight transcribed version of Fulton Lewis Jr., on KHJ, Hollywood. Firm also sponsors a twice-weekly early evening version of that program and utilizes thrice-weekly participation in *Homemakers Club* on KHJ. In addition a daily five-minute newscast is sponsored on KFI, Los Angeles. Agency is Raymond R. Morgan Co., Hollywood.

CENTRAL CALIFORNIA Conference, San Francisco (Seventh Day Adventists), has started for 52 weeks a weekly half-hour program on KQW, San Francisco. Agency is George Hoskins Associates, San Francisco.

ELIZABETH HOLLOWAY School of the Theatre, San Francisco, recently started a weekly half-hour participation on the KGO Home Forum, KGO, San Francisco. Placed direct.

HOROWITZ - MARGARETEN Co., New York, started a weekly half-hour variety program on WHN, New York, Feb. 8 in behalf of Matzos. Humorous anecdotes of Jewish life will be related and their origins traced by Irving Davidson, New York attorney and humorist. Contract for 13 weeks was placed thru Advertisers Broadcasting Co., New York.

RAYMOND B. ROOS, in midwestern sales and advertising activities of Thomas J. Lipton Inc., New York, has been elected vice-president and general manager of Continental Foods, a subsidiary of Lipton.

BIG AGGIE LIVES, thanks to Phil Hoffman, manager of WNAX, Yankton, S. D., who obtained model of hefty gal featured in the station's advertising. Principals of Allen & Reynolds, Omaha agency handling the station's account, were introduced recently to the character they had created on paper. Mr. Hoffman (center) holds doll as he introduces her to Milton H. Reynolds (left) and Earl Allen, agency heads. Doll was made by wife of station's promotion manager, Harold Storm.

HUMPHREYS Homeopathic Medicine Co., New York, has changed its name to Humphreys Medicine Co.

JOSEPH M. ALLEN, advertising manager of Bristol-Myers Co., New York, has been named assistant vice-president.

ATLAS BREWING Co., Chicago (Prager Beer), on Feb. 14 started a six-weekly five-minute newscast featuring commentators Fahey Flynn and John McCormick of WBBM, Chicago. Contract for 52 weeks was placed by Arthur Meyerhoff & Co., Chicago.

KILPATRICK'S BAKERY, San Francisco, recently started *It's Glen Again*, quarter-hour strip, five times weekly, on KGO, San Francisco. Agency is Emil Reinhardt Adv., Oakland, Cal.

SAN FRANCISCO *Chronicle*, San Francisco (newspaper), recently started *Let's Look at the Map*, quarter-hour weekly program, and a series of spot announcements, on KGO, San Francisco.

HI-V VITAMIN Corp., New York, has started twice-weekly participations on Ed East's *Breakfast in Bedlam* on WJZ, New York for the Hi-V vitamin capsule, and will shortly use spot announcements and participations on 15 to 20 stations in the eastern area. Campaign will later be placed on a national basis. Hi-V entered radio for the first time last year [BROADCASTING, Feb. 23]. Applied Merchandising, New York, is agency.

GARRETT & Co., Brooklyn (Virginia Dare, Garrett wines), on Feb. 10 began sponsoring *108 Theatre*, weekly half-hour dramatic program on WBBM, Chicago, produced by Carl Gass. Agency is Ruthrauff & Ryan, Chicago.

A. RAMSAY Son & Co., Montreal (paints), early in March starts spot announcements on Ontario and Maritime stations and a weekly French language variety show on a Quebec network. Agency is A. McKim Ltd. Montreal.

MURPHY Co., Montreal (paint), on March 1 starts five-weekly spot announcements on 14 Eastern Canadian stations. Agency is Cockfield, Brown & Co., Montreal.

NATONE Co., Los Angeles, (Patsweet deodorant), new to radio, on Feb. 4 started using five participations weekly on Al Jarvis' *Make Believe Ballroom* over KFWB, Hollywood. Contract is for 13 weeks. Radio in other markets is contemplated. Agency is Hillman-Shane-Breyer, Los Angeles.

ANGELICA LUTHERAN CHURCH, Los Angeles (religious), in addition to a weekly half-hour program on KFWB, Hollywood, also sponsors the *Pacific Lutheran Hour* on 4 Arizona Network stations (KTAR KVOA KYUM KGLU), Sunday, 9:30-10 p.m. Featured is Rev. Rudolph Burke and male quartet. Tom Westwood Adv., Los Angeles, has the account.

KYW
PHILADELPHIA
50,000 WATTS
WESTINGHOUSE

VICTORY TABERNACLE, Los Angeles (religious), on a 52-week contract started Jan. 23, sponsors a weekly 60-minute live program, *Victory Tabernacle Hour*, on four California stations, KFWB KFOX KGFJ KMJ, Saturday, 11 p.m.-12 midnight. Released simultaneously through Radio Central in downtown Los Angeles, program features Rev. Frank Morrison, orchestra, choral group and vocalists. Agency is Tom Westwood Adv., Los Angeles.

FIGUEROA BALLROOM, Los Angeles, is sponsoring a thrice-weekly quarter-hour musical program on KHJ, Hollywood. Contract is for 13 weeks, starting Feb. 11. Uhl Adv., Los Angeles, has the account.

PHOENIX REAL ESTATE Board, that city, is sponsoring a half-hour Sunday morning round-table program on KOY, Phoenix. Series covers rent control and real estate listings.

AMERICAN MISSION for Lepers, Los Angeles (religious), in a 13-week fund-raising campaign, started Feb. 9, is sponsoring a thrice-weekly quarter-hour program *Mercy Mission*, on KFAC, that city. Smith & Bull Adv., Los Angeles, is agency.

SEABOARD FINANCE Co., Los Angeles, on Feb. 14 started five announcements daily on KFAC, Los Angeles. Agency is Smith & Bull Adv., Los Angeles.

HELVI ROOS, former secretary to Sydney Gaynor, sales manager of Don Lee Broadcasting System, Hollywood, has been made advertising manager of Calavo Growers of California (avocados).

LOVEMAN'S, Nashville department store, is sponsoring on WLAC, that city, a daily musical series, titled *Lady From Loveman's* with Wednesday time donated to the Office of War Information for answers to questions on the war effort. Sundays a transcribed series, *Soldiers of the Press*, is presented. Virginia Mansell is m.c. of the regular programs.

H. C. CAPWELL Co., Oakland, Cal. (department store), is sponsoring a weekly half-hour home gardening program featuring Barbara Lee on KROW, that city. Presented in cooperation with *Sunset Magazine*, series includes latest developments as furnished by U of California Agriculture Dept.

AGENCY *Appointments*

LYNN FOOD PRODUCTS Co., Chicago, to Oren Arbogust, Chicago.

NORTHRUP, KING & Co., Minneapolis, to Sidney Garfinkel Adv. Agency, San Francisco.

WM. B. REILY & Co., New Orleans, La. (Happy Jack Vita-Mixt beverage; coffee extender), to Walker Saussy Adv., New Orleans.

MARY DUNHILL Inc., New York, to St. Georges & Keyes Inc., New York, for cosmetics. Media plans not set.

CHRISTIAN FEIGENSPAN Brewing Co., Newark, N. J., to Maxon Inc., N. Y., for P. O. N. beer and ale, and all advertising for Dobler Brewing Co., Albany. Sports broadcasts have been used. Future plans announced in March.

IODINE EDUCATIONAL Bureau, New York, to O'Dea, Sheldon & Canaday Inc., New York, to handle medicinal, animal nutrition divisions. Media plans not set.

CHEVROLET DIVISION, General Motors Corp., Detroit (institutional), on Feb. 16 starts *John B. Kennedy* on 116 CBS stations, Tues., Thurs., 6:30-6:45 p.m. (rpt. Mon. and Thurs., 12 midnight-12:15 a.m.) Agency: Campbell-Ewald Co., Detroit.

BARBASOL Co., New York (shaving cream), on Feb. 19 replaces *John B. Kennedy* with *Paul Sullivan* on 37 CBS stations, Mon. and Fri., 6-6:30 p.m. Agency: Erwin, Wasey & Co., N. Y.

It's Free

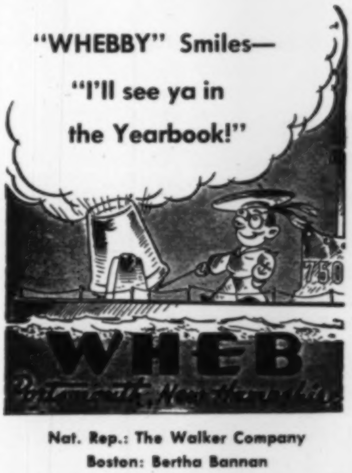
A COMMERCIAL program without any commercials has been launched on WFIL, Philadelphia, by Harmon Blackburn, owner of Old Bookbinder's, Philadelphia restaurant. Each evening for 10 minutes any recognized group or representative person with an important message, can have the period for the asking. The restaurant pays for the time.

Religious Discs

CREW OF THE GOOD SHIP GRACE Inc., Los Angeles (religious), expanding radio activity, on Feb. 22 starts sponsoring a thrice-weekly half-hour transcribed version of *Haven of Rest* on six Atlantic Coast Network stations with split schedule (WMCA WPEN), Monday, Wednesday, Friday, 7:30-8 a.m. (WFBR WWDC WBOC WJEJ), Monday, Wednesday, Friday, 9:30-10 a.m. Contract is for 52 weeks. Continuing on KPAS KFEL WMBI, the thrice-weekly series also starts March 8 for 52 weeks on WNAC, Boston, with a similar schedule. Religious group in addition sponsors that program with live talent thrice-weekly on 33 Mutual-Don Lee Pacific stations, Tuesday, Thursday, Saturday, 8-8:30 p.m. (PWT). Other regional network will also be utilized. Agency is Broadcast Advertising, Los Angeles.

Religious Series

HEBREW EVANGELIZATION SOCIETY, Los Angeles (religious), on Feb. 15, started for 52 weeks sponsoring a six-weekly half-hour transcribed program, *Hebrew-Christian Hour*, on KFBI, Wichita; KOIL, Omaha; KWJJ, Portland; KVI, Tacoma; KYA, San Francisco; WPEN, Philadelphia. Series is released twice daily on KMTR, Hollywood. Society also sponsors live version of that program featuring Dr. A. U. Michelson on 6 Golden West Network stations (KFBK KWG KTMS KMJ KERN KOH), Monday through Saturday, 6:30-7 a.m. (PWT) for 52 weeks. Tom Westwood Adv. Agency, Los Angeles, has the account.



Nat. Rep.: The Walker Company
Boston: Bertha Bannan

A Monument to a Monument!

To us there seems to be something solid about folks who give a cemetery monument serious consideration. Its purchase speaks so eloquently of real people.

That 13,519 homes have written in for an advertiser's Cemetery Monument Catalogue will give you an idea of the kind of people who make up the immense 50,000-WATT WWVA FAMILY, 70,050 of whom wrote our advertisers in January. Just more proof of our power to pull!

JOHN BLAIR Represents Us

50,000 WATTS

WWVA

A FORT INDUSTRY STATION

WHEELING, W. VA

Picture

of a Clean Cut Radio "Buy"

Put a frame around this:

30 counties—11 million acres—of farm land as rich as any in the world . . . 3 cities thriving with *diversified* industry, plus 29 prosperous urban communities . . . 563,000 people, buying from 8,114 active retail stores. That's the WTAD area!

Standing out cleanly in the midst of this picture—is WTAD . . . the most powerful station within 100 miles . . . the *only* network station within its area . . . the *only* station in Quincy.

In Quincy, 127% *more* people say they listen to WTAD than to any competing station. Outside the city, WTAD has 50% *more* "listenership" than the next station heard in this area! (According to 4,323 recent survey interviews.)

In this kind of picture your radio money is *smart* money—any time. It will pay its way—and then some! It IS paying its way for our long list of consistent advertisers.

You'll LIKE this picture of a clean cut radio "buy"—on your own desk. Why not write for all the facts you need—*today?*

A CBS STATION
1000 Watts, Day and Night
930 Kilocycles

WTAD
QUINCY, ILLINOIS
Represented Nationally by the Katz Agency

Agencies

CECIL UNDERWOOD, Hollywood producer of Needham, Louis, & Brorby, on the weekly NBC *Fibber McGee & Molly* Show and *The Great Gildersleeve*, sponsored by S. C. Johnson & Son and Kraft Cheese Co., respectively, is in Chicago for program conferences with home office executives.

WARREN P. FEHLMAN Adv. Co., Huntington Park, Cal., has moved to 4525 Produce Plaza, Los Angeles. Telephone is Kimball 9296.

RUTH JACOBS, formerly of Gotham Adv. Co., has joined the copy staff of Reiss Adv.

WICK CRIDER, who has been handling various production assignments at J. Walter Thompson Co., New York, has been named manager of the Agency's newly reorganized and expanded radio publicity division. Mr. Crider continues production work and handling station promotion and merchandising.

TOM HARRINGTON, vice-president in charge of radio for Young & Rubicam, New York, returned last week after a month's absence for a medical check-up and treatment.

RUSSELL K. CARTER, of Gray & Rogers, and Robert Arndt, of John Falkner Arndt & Co., Philadelphia agencies, have joined the Coast Guard Reserves (temporary).

TOM WESTWOOD ADV. Agency, Los Angeles, has moved to larger offices at 416 W. 8th St. Telephone is Van Dyke 6457.

HOWARD CRUM, former copywriter of H. W. Kastor & Sons, Chicago, on the American Family Soap account, has joined the copy staff of MacFarland, Aveyard & Co., Chicago. He will work on *Saturday Evening Post* promotion.

MORRIS (Steve) SMUDGE, formerly in the network sales division of the BLUE and previously with Mutual and Edward Petry & Co., on Feb. 8 joins D'Arcy Adv. Co., New York, in the radio department.

ARTHUR LOFF, formerly of Rose-Martin Inc., New York, has been named production manager of J. R. Kupsick Adv., New York., post formerly held by Roger Thaxter, account executive.

HUGO PARTON, former head of the copy staff of Campbell-Ewald Co., New York, has joined Franklin Bruck Adv.

EUGENE I. HARRINGTON, executive vice president of Foote, Cone & Belding and manager of the San Francisco office, is scheduled soon to take charge of creative work in the firm's New York office.

SURPRISE LUNCHEON for Elaine Carrington, author of *Pepper Young's Family*, sponsored on NBC by Procter & Gamble Co., Cincinnati, found the following executives on hand Jan. 15 to celebrate beginning of the program's eighth year on the air (l to r): Chick Vincent, director of the daytime serial; W. M. Ramsey, radio director of Procter & Gamble; Mrs. Carrington; Daniel S. Tuthill, vice-president, and host, and Alfred H. Morton, president of National Concerts and Artists Corp., representing the author, and also a luncheon host.

McGill Heads Guild

EARL McGILL, CBS director, was elected president of the Radio Directors Guild at a meeting held in New York last Monday. McGill, a member of the Guild council, succeeds George Zachary, chief of the OWI Program Service Division. Jerry Devine, producer of *Mr. District Attorney* on NBC, and other programs, was elected vice-president, and Robert Lewis Shayon, CBS director, treasurer. John MacDonnell, newly appointed radio director of the United Nations Information Bureau, was re-elected secretary.

Ward BBDO V-P

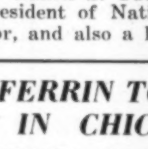
ALAN M. WARD, creative chief of the Buffalo and Cleveland offices of BBDO, has been elected a vice-president, the agency announced last week. Fred Barrett, former spacebuyer of Compton Adv., New York, has been named associate manager of the media department of BBDO, New York.

FRANK CHASE, formerly of William Morris Jr. theatrical agency, New York, joins William H. Weintraub Co., New York, Monday, Feb. 15 as radio director succeeding Arthur J. Daly who has resigned to go to South America for the Coordinator of Inter-American Affairs. Mr. Chase takes over Mr. Daly's job as producer of the *Cresta Blanca Carnival*, Mutual program sponsored by Schenley Distillers Corp., New York, for Cresta Blanca Wines.

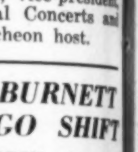
CHARLES H. FERGUSON, account executive of BBDO's San Francisco office, recently was elected a vice-president of the firm.

FERRIN TO BURNETT IN CHICAGO SHIFT

FRANK W. FERRIN, formerly vice-president and account executive of H. W. Kastor & Sons, Chicago, has joined Leo Burnett Co., Chicago, as vice-president in charge of radio. Mr. Ferrin was vice-president and radio director of Henri, Hurst & McDonald, Chicago, for five years before joining Kastor's last year.



Mr. Herrick



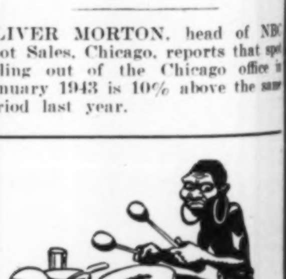
Mr. Ferrin

Mr. Ferrin succeeds Burke Herrick, Burnett radio director for three years, who has been named account executive. Under Mr. Ferrin's direction will be the Monday through Friday quarter-hour *H. V. Kaltenborn* program on NBC for the Pure Oil Co. and the *Upton Close* weekly quarter-hour commentary on MBS for Lumbermen's Mutual Casualty Co.

R&R Names Emerson

GEORGE T. EMERSON, account executive of Ruthrauff & Ryan, Detroit, where he has served since 1932, has been elected a vice-president.

OLIVER MORTON, head of NBC Spot Sales, Chicago, reports that spot billing out of the Chicago office in January 1943 is 10% above the same period last year.



"WFDF Flint Michigan won't accept my copy, 'cause it's point-to-point."

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
The Katz Agency, Inc. _ Representatives

WINX Now Operates Booster Outlet Remotely

PETITION of WINX, Washington, to operate a synchronous amplifier by remote control has been granted by the FCC until qualified operators become available, but not beyond June 1, 1943. Further conditions are that meters be read and logged daily and at all times at least one licensed operator at main transmitter control the synchronous amplifier.

The FCC's action in relaxing Sec. 2.53 of its Rules covering such operation follows its policy of assisting broadcast stations to meet parttime manpower emergencies, it was stated.

Toscanini Biography

LIFE of Arturo Toscanini, conductor of the NBC Symphony broadcasts, is pictured in *Arturo Toscanini — A Photobiography* [Island Workshop Press, New York, $2.50, limited edition $5]. Dorothy Thompson, columnist and BLUE commentator, has written an introduction. Captions and comments are by Mrs. Stefan Zweig. Photographs are by Mrs. Zweig's daughter, Susanne Winternitz Hoeller; others have been contributed by Toscanini himself.

Guestitorial

(Continued from page 32)

Kay Kyser's recording "Take Your Girlie to the Movies", which added a bit of showmanship the manager liked.

He also used a 15-minute weekly program *Hollywood Chatter*, which included movie gossip from his press books and our news wire, previews of coming pictures, questions and answers from listeners regarding Hollywood—oh, yes, the theatre manager was the program's commentator.

Our first approach for extra promotional use of radio was in using the splendid transcribed "previews" produced by most of the leading motion picture studios. If we tried to sell him the period, we knew he wouldn't buy—so we split the difference, the previews made fine programs and we sold the theatres the spot preceding and following the transcription to announce his play dates for that particular picture. We got a more than fair price for the two announcements.

However, the theatre manager in question, wasn't wholly satisfied with the usual type of promotion; he wanted something different each time. Our limited production staff went to work.

On musical pictures, we used record hit tunes from the picture and offered free passes to listeners sending in the correct list of unannounced titles. We received a neat price for the time, and the theatre did a swell business.

Then came the record and transcription ban— now what to do?

Again our small production staff went to work! We dramatized the shows.

For "The Navy Comes Through" —really just another picture—we wrote excerpts from the film and made them into a grand 30-minute show. For "Commandos Strike at Dawn" our production staff prepared a series of four 5-minute shows and a 10-minute show.

Other special promotions included hit tunes from a special George M. Cohan album for his "Yankee Doodle Dandy" with the commentator weaving in the story of Cohan's life; and for "Johnny Comes Marching Home" we ran 15 spots in five days asking listeners to write a letter to us, telling what they're going to do when their "Johnny Comes Marching Home" after the war. To the writers of the best 100 letters went free passes and to the best letter of them all was awarded a family pass.

These are but a few of the special promotions we've been able to sell the local theatres in the past year. At the present writing, we have scheduled special promotions to the tune of one per week for the next 26 weeks—all this in addition to the regular schedule of spots and Hollywood program.

We also sell patriotic programs like *Remember Pearl Harbor* on Dec. 7, one of the finest productions ever to come out of a 250-watt station. The program traced the progress of the war since Pearl Harbor and at the end a plea for War Bond sales at the theatre that night was made.

So, the inventive genius of even a small 250-watt station has turned a usually hard-to-get theatre account into a winner, with the station almost doubling its billing with them, and the theatre manager taking Quigley theatre promotion awards right and left.

Make the theatre manager see that he can buy time on the air at the same ratio he can in the newspaper with results that outmeasure the printed page. Ask him to take an active part in planning the special promotions. They get the same kind of "kick" out of taking an active part in their radio promotion as they do from laying out a fine newspaper ad.

It takes time; it takes diplomacy; it takes some extra effort; but it gives a most welcome boost in weekly billings in these times!

Got Her Clocks

JUST because she mentioned that her alarm clock had failed to go off that morning, Frances Scott, who conducts a program on WHN, New York, received a brand new alarm clock from a sympathetic listener, within an hour. Before the day ended, she had received three more.

HT-4B

HERE is that high-powered rig you have always wanted to own . . . one that you can depend upon for peak operating efficiency. Hallicrafters have built into the HT-4B the resultant experience from years of engineering research.

Model HT-4B delivers a carrier output of 325 watts on phone and 450 watts on CW. The preamplifier supplied with the transmitter can be mounted conveniently at the operating position, controlling volume, keying and standby . . . once adjusted to any band the rig may be operated remotely.

When, once again, we are permitted to sell communications equipment for civilian use — your HT-4B will be waiting for you.

World's largest exclusive manufacturer of short wave radio communications equipment.

hallicrafters
CHICAGO, U. S. A.

Food Group to Meet

KEY advertisers in the food industry will meet at New York Times Theatre in New York, Friday to discuss plans for a voluntary food industry advertising campaign in support of six major Government war programs. A budget of nearly $100,000,000 is visualized. Meeting was called by Gardner Cowles Jr., OWI assistant director in charge of domestic activities. Herman S. Hettinger, manager of OWI food drives, said it would be attended by representatives of Advertising Council, Grocery Mfrs. of America, OWI, OPA, Dept. of Agriculture, Nutrition Division of the Office of Defense Health & Welfare Services and WMC.

MAGIC VALLEY
an
Agricultural Paradise
served by
KTFI
TWIN FALLS, IDAHO
NBC
National Representatives
The Walker Co.
Homer Griffith Co.

House 7-Man Inquiry

(*Continued from page 9*)

ecutive board of CIO at its meeting in Washington Feb. 7 denouncing the Cox investigation and calling on Attorney General Biddle to "investigate the charges of improper activities of Rep. Cox and take appropriate action immediately."

A second development was the transmittal, to Speaker Sam Rayburn of the House, of a letter by John W. Boler, midwestern broadcaster and president of North Central Broadcasting System Inc., condemning the Cox inquiry and urging an investigation of the Congressman's "motive and reason for the FCC investigation." Both obviously related to current Commission consideration of allegations that Judge Cox improperly had represented WALB, Albany, Ga., and had accepted a $2,500 fee. Judge Cox, in an address to the House prior to the passage of his resolution last month, had asserted that this money had been paid unbeknownst to him and that it had been contributed to a local charity.

Meanwhile, mixed emotions were evidenced in both industry and official circles over the Cox inquiry. The main topic was whether the inquiry actually was the outgrowth of a feud between FCC Chairman James Lawrence Fly and Rep. Cox, or extended beyond that. Most stations, and notably the networks, adhered to a hands-off and "wait and see" policy.

The Smith resolution, introduced Feb. 5 and reported favorably by the Rules Committee a few days later, passed the House last Thursday by the overwhelming vote of 294 to 50. The Cox resolution had been adopted by a virtually unanimous vote without a roll call.

The measure authorizes the seven-man committee to determine whether any department or independent agency of the Federal Government has taken steps beyond the scope of the power or authority granted it by Congress or by executive order, whether the constitutional rights, privileges or immunities of citizens have been invaded, and whether penalties have been inflicted for failure to comply with such edicts without affording the accused opportunity to present defense before impartial tribunals. The Committee was instructed to report to Congress from time to time the results of its investigations and to make such recommendations, if necessary, for legislation or amendment of existing acts.

The CIO resolution cited that the sponsors of the FCC investigation passed by the House "under the guise of investigating 'bureaucracy' ", had launched an attack upon President Roosevelt and the administrative branches of the Government designed to discredit the conduct of the war in the eyes of the American people. The investigation can only have the effect of hindering development of a war program for the communications industry and disrupting the functioning of a vital war agency, it continued. It pointed out further that evidence had been offered that Rep. Cox "improperly rendered services for certain broadcasting stations and therefore is not qualified to conduct such an investigation".

The CIO Executive Board expressed its "profound disapproval of the use by appeasement Congressmen" of the floor of Congress and special Congressional committees "as a means of hindering t successful conduct of the war a as a forum for sabotage of t victory program of our comma der-in-chief and of vital war age cies such as the FCC." It call for immediate enactment of a w program in the communications i dustry along lines proposed by t American Communications As and adopted by the FCC and Boa of War Communications, and th called upon Attorney Gener Biddle to investigate the charges "improper activities of Rep. C and take appropriate action i mediately."

Mr. Boler, in his letter to Spea er Rayburn, held the Cox inqui was "positively unwarranted a should not be permitted." praised Chairman Fly for the w he had done in behalf of hundre of small independent stations, d claring he was the "most capa chairman who had headed the Co mission."

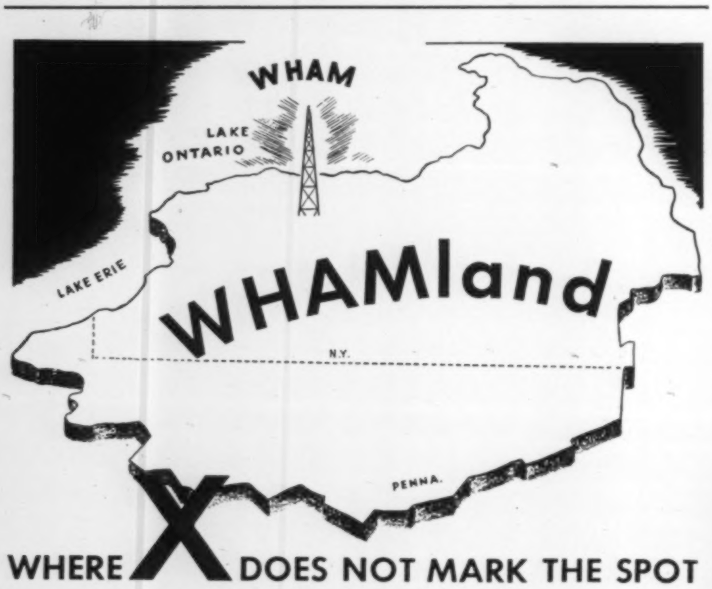
"Expenditure of $60,000 for investigation which will positiv solve nothing and will take the tention and physical effort Fly and his Commissioners in t time of war, is wrong," Mr. Bo said. "They should be able give their full attention and th time to the radio industry, beca of the important part it is taki in the war effort."

Mr. Boler said he knew the jority of the 24 independent a ated stations on his regional work "positively object to and pose this unwarranted, ill-timed vestigation and expenditure of t payers' money." He explained personally had dealt with the because of his ownership in regional network and intere two stations (KVOX, Moorh Minn. and KSJB, Jamest N. D.), and that he had every spect for the knowledge and duct of the business of the Com sion. He alluded to the many th Chairman Fly had done in the ter interest of the radio industr a whole.

"There is but a small grou number who are behind this inv gation and they do not repr the majority of the industry their purpose in the best inte of the majority in the industry.

WOSH Sale Sought

HOWARD H. WILSON, owner WOSH, Oshkosh, has applied f voluntary assignment of his licen to Oshkosh Broadcasting Corp., a cording to the FCC. Amount i volved is $45,000. Officers of th new company are Myles H. John Wayne, Ill., president, who hol 165 shares or 55%; Fred W. Re shaw, Chicago, vice-president a secretary, 45 shares or 15%; W F. Johns Jr., Chicago, vice-presi dent, and William F. Johns, Chica go, treasurer, each holding shares. All are directors. Thr hundred shares have been issu for $15,000. William F. Johns i vice-president of WTCN, Minn apolis, and president of Ridde Johns.



WHERE X DOES NOT MARK THE SPOT

There's a lot of new business in WHAMland these days . . . but the extent of that business and the exact location are military secrets. Training camps and construction projects have boomed the buying power of any number of communities in the primary area of WHAM's 50,000 watt clear channel signal.
Some of these new buying areas can be reached through localized coverage of the section in which they are located . . . *but all can be reached at once, for approximately one-third the cost of localized coverage of the same area, with WHAM.* And WHAM is the station to which these work-tired construction experts and trainees turn for entertainment and news on their off hours.
This is the bonus coverage WHAM offers you today.

WHAM
ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with the National Broadcasting Co., and The Blue Network, Inc.

"The Stromberg-Carlson Station"

CINCINNATI'S MOST POPULAR COMEDIAN
AL. BLAND AND MOSE
IN THE
"BLANDWAGON"
DAILY
WCKY
CINCINNATI

Blue Clarifies News Policy

(Continued from page 10)

pute guilt to individuals or organizations not already outlawed by the Government."

In a statement Feb. 9 Mr. Woods said that although the BLUE's policies prohibit the discussion of controversial issues on commercial programs, "several commentators recently have departed from these standards and from their prepared scripts to discuss controversial issues in a biased and inflammatory manner".

No names were mentioned by Mr. Woods in his statement, but in an interview with an AP correspondent in Miami on Wednesday, Winchell said that "one of he most powerful executives of he BLUE Network sat down with me and guided me" in his broadast of Feb. 7. BLUE officials delined to comment, but it was earned that Phil Carlin, vice-president in charge of programs, was in Miami at that time.

"The BLUE Network has been very liberal and generous and I an't squawk," Winchell told the AP. "They reminded me that there were certain rules that must be ollowed. They told me they knew I wanted to stay on the radio and hey wanted to help me stay.

'Fangs Removed'

"However, the fact remains that ertain people would like to stop Drew Pearson and me, and my angs have been removed and my ypewriter fingers rapped with the butt of a gun.

"I'd like to say this—which I an't say on the radio any more—he fathers and mothers of this ountry who have sons and other in fighting and dying to preserve reedom of speech and press should ealize that the war is already lost ack home. The only thing left is he newspaper. I hope the newsapers will fight harder for the reedom which radio has so meekly urrendered."

In a statement last week Mr. earson said:

"Up until last Sunday (Feb. 7) he BLUE network in all my dealngs with it has been a champion of truth and fairness on the air. I feel sure that after mature deliberation it will continue to be and will eventually agree that free and fair criticism is essential in a Democracy and will not again go so far as to bar the quotation of a Supreme Court decision criticizing an important aide in the Navy Department, as it did last Sunday."

It was learned, however, that the reference to the Supreme Court decision was deleted from Mr. Pearson's broadcast due to misinterpretation of the BLUE memoranda.

The full text of Mr. Woods' statement follows:

"The policies of the BLUE Network are similar to those generally adopted by the industry, and to which networks and a majority of American broadcasting stations adhere. These policies prohibit the discussion of controversial issues on commercially sponsored programs.

"Ample time is offered free of charge to recognized groups and individuals for the discussion of subjects concerning which people hold divergent views. The BLUE Network freely gives time to representatives of various governmental, civic and social organizations, and to individuals, for fair discussion of issues of public interest. At the same time, the BLUE Network demands that all broadcasts must be in good taste.

"The BLUE Network news editors have always kept these standards in mind. However, several commentators recently have departed from these standards and from their prepared scripts to discuss controversial issues in a biased and inflammatory manner.

"This week the BLUE Network, in a memorandum to network news editors, again emphasized these policies, and insisted that all news broadcasts conform to these regulations."

In announcing the Naval Affairs Committee investigation into Winchell's status, Chairman Vinson said that "at a public hearing, no closed door," his group proposed to call before it proper officials to "ascertain the full status of the Reserve Officer, Walter Winchell."

WLW Correspondents

NEWSROOM of WLW, Cincinnati, has added two war correspondents. Edgar Stern-Rubarth, veteran foreign correspondent, will be on duty in London. James Wellard, formerly of Chicago, will cover activities from Algiers. Plans are under way to appoint a station correspondent in Australia. Cabled reports of the correspondents will be incorporated in WLW newscasts.

Getting Parts

STATIONS needing replacement parts are invited to send inquiries to the NAB Engineering Dept., 1760 N St., N. W., Washington. NAB has a copy of the new 1100 page inventory of surplus parts recently compiled by FCC, and will supply answers by telegraph if desired. Requests should not be telephoned to NAB, however.

George Mazzacane

GEORGE MAZZACANE, 66, dean of Italian announcers at WELI, New Haven, died of a heart attack Feb. 8 in New Haven. Mr. Mazzacane, co-producer of *L'Ora Italiana*, heard on WELI for seven years and previous to that on WICC, Bridgeport, was a retired druggist and very well-known in Italian-American circles.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

$19,500,000

That's Sales Management's estimate of Hartford's retail sales next month . . . 27.7% ahead of 1942's record March. It's an upward swing that keeps pace with the ever-increasing preference for WDRC. Basic CBS for Connecticut.

SATISFIED SPONSORS
wrote this ad
to prove his
ranking as one
of America's top
Newscasters . . .

FULTON LEWIS, JR.

We have had hundreds of people thanking us for making it possible for them to hear Mr. Lewis.
- a Men's Clothing Co.

Fulton Lewis, Jr. is definitely the 'prestige' feature of our campaign.
- a Brewer's Agency

His news broadcasts are highly informative, instructive and impartial in character.
- a Bakery Corporation

We feel that this portion of our advertising program is dignified and beneficial.
- a Banker

AVAILABLE FOR SPONSORSHIP IN YOUR CITY . . .

All over America they're hearing and talking about Fulton Lewis, Jr. . . . an outstanding feature that means results for any sponsor (sponsored on 121 stations by 63 advertisers). You can sell him at your one time quarter hour rate per week. Wire, phone or write WILLIAM B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

XUM

HIGH IN LISTENER RATING

WATL
ATLANTA

LOW IN RATES

MBS

WATL's coverage is confined to the *metropolitan Atlanta area.* With no rural audience to cater to, its programs are tuned to urban tastes, and are tops with Atlanta listeners. *Eleven years a favorite!*

If you want to cover Atlanta at lowest cost, put WATL on your list.

Represented by
SPOT SALES
INC.

MBS Program Clinics Slated To Open in New York Shortly

McClintock Outlines Expansion Plans Under 1943 Budget at Industry and Press Dinner

KEY STATION program directors of Mutual will meet in New York within the month to examine the network's program schedules and plan new shows, it was announced last Wednesday by Miller McClintock, MBS president, at a dinner given by the network for the industry and members of the press.

First of a series of proposed monthly program clinics to be held in key cities throughout the country, the New York conference will put into action a program of expansion announced Jan. 29 at a meeting of the Mutual board in Chicago [BROADCASTING, Feb. 1]. At that time the Board approved an increased budget for 1943.

Outline Major Points

Announcing plans to increase and improve Mutual's service to members and affiliates, advertisers and listeners, Mr. McClintock said the 1943 budget, up 25% from last year's, is the largest in Mutual's history and indicative of the complete support given expansion policies by MBS stockholders.

Major points in the new plans, said Mr. McClintock, include increased network program and promotion service to Mutual stations, with regular program clinics of key originating stations; enlarged research and sales departments, and sales policies stressing equally the major market and the small-town coverage of the 211 MBS stations.

Describing the basic Mutual policy of getting most of its sustaining programs from its member and affiliate stations as "particularly American," Mr. McClintock said that this will be continued, "but with more help in ideas and participation from network program officials."

Stating that radio research has barely scratched the surface, he expressed the determination of Mutual to "be second to none" in providing the advertiser with all the data he needs to enable him to make an intelligent selection of the kind of advertising best suited to his needs. The expanded research staff activities of MBS will be geared to supply "sound, factual information" to advertisers about facilities and programs, he said.

A question about the effect of the reduction in line charges on Mutual operations was referred by Mr. McClintock to Fred Weber, general manager of the network, who replied that these reductions "will result in an improvement in service and may make it possible to extend Mutual's coverage into some new markets."

MBS New York Offices

OFFICIAL OPENING of Mutual's new and expanded office facilities at 1440 Broadway, New York, took place Feb. 8 with a staff preview reception given Feb. 5 by Miller McClintock, MBS president. Designed by Mary Lou Carpenter, daughter of H. K. Carpenter, general manager of WHK-WCLE, Cleveland, the reception, conference and executive offices are equipped with Thermax soundproof ceilings. Remodeling of all other Mutual department offices is nearing completion.

WWSW-AFRA Accord; New Pact Set for WLB

AMERICAN Federation of Radio Artists has signed a contract with WWSW, Pittsburgh, covering staff announcers, the union announced last week. Contract, containing the standard AFRA provisions, was negotiated for the union by Vic Connors, field representative.

AFRA expects to submit its recently revised sustaining contracts to the War Labor Board early this week. Necessity for filing five copies and a detailed form for each of 40 individual contracts with the WLB prevented earlier submission, the union explained. Demands for increases in commercial scale minimums for network and transcription programs corresponding to the 19.7 point rise in the cost-of-living from Dec. 15, 1940 to Dec. 15, 1942, will be presented to advertisers and agencies as soon as work on the sustaining contracts is completed.

AAAA Names Three

THREE members of the staff of the American Assn. of Advertising Agencies have been given special positions, it was announced last week by the 4 A's executive board. Robinson Murray has been appointed assistant executive secretary; Richard Turnbull, assistant treasurer, and William A. Fricke, assistant secretary. John Benson continues as president; Frederic R. Gamble as managing director and executive secretary, and Mrs. L. W. MacKenzie as director of service.

CHEVROLET SERIES ON FULL CBS NE

THE FULL CBS network of 1 stations will be used by the Chev let Division of General Mot Corp., when it starts twice-wee sponsorship of news by John Kennedy Feb. 16 [BROADCASTI Jan. 25], making a total of sponsors now benefiting by t CBS 15% discount plan. These c ents sponsor 28 individual p grams on CBS, comprising 37 p gram periods weekly.

Kennedy's new series is p sented for Chevrolet's "Vict Service League", made up of t company's thousands of dealers local directors, and some 250,0 car and truck owners. It is de cated to "Service for Victory" a to "Save the Wheels That Ser America." Agency in charge i Campbell-Ewald Co., Detroit.

Barbasol Co., New York, whi also sponsors Mr. Kennedy on CB is replacing him Feb. 19 with Pa Sullivan, who will continue to b heard Mondays and Fridays, 6-6:1 p.m. Agency for Barbasol is E win, Wasey & Co., New York.

N. Y. Campaign Delay

ANNUAL radio campaign of th New York State Publicity Burea which starts each fall and runs f 26 weeks on New York stations, h been temporarily cancelled on th current list of 17 stations pendi settlement of the budget recom mendations submitted to the Ne York State Legislature by Go Thomas E. Dewey. Campaig which includes participations o women's programs and spot a nouncements, was slated to r until June 30. Appropriation th year, much of which has been sp in radio, was $360,000. Agency i J. M. Mathes Inc., New York.

Tootsie Roll Plans

SWEETS Company of Ameri Hoboken, N. J., will start drama tizations of the cartoon strip, *Cap tain Marvel* on the BLUE on b half of Tootsie Rolls and oth "Tootsie" candies around March Broadcast time and station li up have not been determined, b the program will probably be air Monday, Wednesday and Friday i the 5-5:15 p.m. period. This is th first regular network advertisi for the firm, which has used sp radio for a number of years. Du Jones Co., New York, is agency.

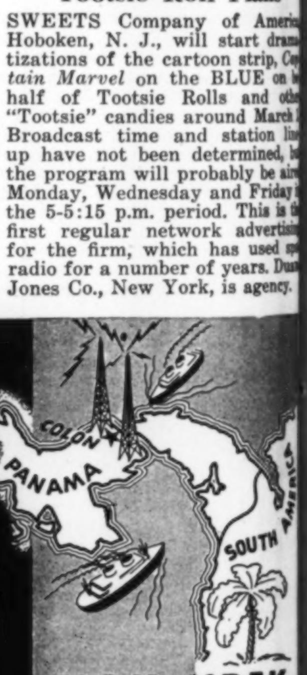
BOOST YOUR SALES

Advertise over Central America's most modern stations

190,000 AMERICANS OF THE CANAL ZONE

BUY AMERICAN

Rep.: Melchor Guzman Co. Inc
9 Rockefeller Plaza, New York City



SHOE ADVERTISING IS NOT DISTURBED

A MODIFIED SURVEY by BROADCASTING last week of shoe companies currently using radio showed no indication of an immediate curtailment in radio advertising by that industry as a result of the rationing order. Although the O'Sullivan Rubber Co., Winchester, Va., has cancelled all radio advertising for 1942 except for a renewal of its schedule on WOV, New York, this is not believed to be a direct result of the shoe rationing order, which went into effect Feb. 9.

Agency executives queried stated in most cases that it was too early to predict the effects of the order on current campaigns, but they expected no immediate curtailment by their shoe clients.

The 1943 O'Sullivan campaign on WOV starts Feb. 15 with daily announcements for 13 weeks, followed by a 13-week campaign in the fall. A continuing survey by the company of listener reaction to its radio advertising, as well as a check of shoe repairmen and wholesalers, reveals a definite tieup in brand identification with the campaign on WOV, a station specializing in coverage of the Italian market in New York. O'Sullivan last year used about 40 stations for its transcribed announcements promoting its rubber heels. Account is handled by Adv. & Sales Council Inc., New York.

Klein Leaves D'Arcy

HENRY C. KLEIN, former radio director of D'Arcy Adv. Co., New York, on Feb. 8 joined the newly-established New York office of MacFarland, Aveyard Co. as radio director. Well known in the agency field, Mr. Klein has done production and scriptwriting for J. Walter Thompson Co., Chicago was radio director of both Charles Daniel Frey and BBDO, Chicago, and at one time was continuity director of the Western Division of CBS. Before joining D'Arcy, Mr. Klein was handling program and talent at BBDO, New York.

Lava Spots Curtailed

SHORTAGE of raw materials, including cocoanut oil supplies, the latter frozen last week by order of the War Production Board, has resulted in the cancellation of one of Procter & Gamble's spot announcement campaigns for Lava, scheduled to get under way on selected markets throughout the country Feb. 15. Lava drive on another group of stations, lined up starting Jan. 24, continues. Agency is Biow Co., New York.

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

RADIO BREAKS SHOE NEWS

OWI Credits Industry With Effective Job of Informing Public About Rationing

RADIO brought the American consumers first word of shoe rationing, it was revealed last week at the Radio Bureau of the Office of War Information.

Commenting on the manner in which the job was done, Douglas Meservey, acting chief of the Radio Bureau, said "the job could not have been done without radio". Furthermore, he said "it was a great proof of the emergency character of radio".

Although the news was not actually released by the White House until shortly before 3 p.m., Sunday, Feb. 7, several key OWI executives were informed 15 days earlier that an important announcement was pending. Since the news was for Sunday afternoon release, radio was the only possible medium.

Three Methods

To deliver the message instantly three modes were conceived—commentators, the *Army Hour*, and popular commercial programs. This was essential to the success of the shoe rationing campaign since the consumer had to understand the need for rationing and retailers had to be informed that the program was effective immediately.

At first, commercial sponsors were approached by the Radio Bureau with an unidentified announcement of importance, known as "oyster rationing". The sponsors approached all accepted, awaiting the actual news which came on Saturday, the day before the release of the news. This was necessary to allow the material to be worked into the scripts of the shows concerned. The *Army Hour* was allowed several days of advance notice to work the material into their program pattern owing to the necessity for remote pickups.

Through OWI field offices, word was transmitted Sunday to the local stations for insertion of spot announcements in their local station announcement plan beginning Tuesday. This was part of the continuing campaign to explain the need for rationing shoes to each consumer.

Commercial programs utilized for the Sunday announcements were: Phil Baker's *Take It or Leave it, The Album of Familiar Music, The Great Gildersleeve, The Good-Will Hour, Wheeling Steel, Prudential Family Hour* and *First Nighter.*

Where Sales Multiply
Air Castle of the South
W
E
50,000 WATTS
CLEAR CHANNEL
WSM
NASHVILLE, TENNESSEE •
OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY,
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC

Gunnar Back for A&P

GUNNAR BACK, CBS Washington reporter, will be featured in the twice-weekly CBS food talks starting under sponsorship of Great Atlantic & Pacific Tea Co. Feb. 17 [BROADCASTING, Feb. 1]. Guests will be interviewed by Ruth Hadley, director of the A & P Information Service. Paris & Peart, New York, is agency.

Philco Floats Loan

V-LOAN for $30,000,000, covering a three-year period has been arranged by Philco Corp., to provide additional capital to finance production of electronic equipment for the Army and Navy. The credit, largest V-loan to date in the Third Federal Reserve District, has been extended by 21 banks.

"HOW'S YER PERSPECTIVE OF RED RIVER VALLEY SALES POSSIBILITIES? FER THE RIGHT SLANT ON THIS HALF-BILLION DOLLAR MARKET, GIT IN TOUCH WITH WDAY!"

WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Industry Supports Way Control Plan

Tulsa Broadcaster Says 'Declaration' Offers Protection

WIDESPREAD industry support for his "Broadcasters' Declaration of Independence" to insure control of its microphones was reported last Friday by William B. Way, vice-president and general manager of KVOO, Tulsa, and a member of the NAB Board.

Mr. Way

In an identical letter to stations, members of the FCC, Government leaders and other interested parties last Friday, Mr. Way answered questions raised by the industry regarding the Declaration, now pending before the NAB Board. Last month Mr. Way had addressed broadcasters regarding his proposal to provoke further discussion and ultimate action. Mr. Way has held that control of the medium by broadcasters has been "slippng away through a combination of pressures and circumstances still within the capacity of the industry to correct."

The original Declaration was presented to the NAB Board last October by Mr. Way. He said the response has been so favorable that he has gained "confidence in the success of the idea". Stating the questions posed by broadcasters and providing the answers, Mr. Way concluded that the plan could be put in operation by the industry through appointment of a committee to perfect it, after the majority of the stations had signed the Declaration.

Asked why the project could not be the function of the present NAB Code Committee, Mr. Way said it could. Actually, he declared, it provides for a code committee which would function all year with a full-time paid code authority backed by the industry. He asserted the present code is a "masterpiece of ethics" but that it could not administer itself.

Declaring that broadcasting is a fast-moving, fast-growing business, Mr. Way pointed out that someone has a new idea for radio almost every day. Any code, to be "self-administrative", would have to embrace ideas for radio "yet unborn".

Spot Problems Important

Responding to the highly-controverted question whether the networks could be "trusted with the broad policy-making decisions" for the industry, Mr. Way said of course they could be trusted, but that such a delegation of responsibility is impossible if stations are to operate under their licenses. Networks as such are not licensed. Moreover, he said that if the industry took the position that the networks were better able to operate in the public interest, "we would be inviting the Government to license networks instead of stations".

Furthermore, the spot broadcasting problems are just as important as those of the networks, he said. No one can handle these but the broadcasters. Network policies do not necessarily impress or concern spot broadcasters, so there would be no valid precedent.

"The networks are fine and trustworthy," said Mr. Way, "but the broadcasters are not looking for a guardian, nor have the networks asked for such a dubious assignment."

Could Cover All Classes

Alluding to the network advisory boards as the arbiters, Mr. Way said that if such boards made hard and fast policies and their respective networks observed them, it unquestionably would have "slightly varying policies for each network", resulting eventually in a "battle of policies, with the industry gaining nothing but a headache".

The plan could cover all classes of stations, Mr. Way said, since the code authority would be in a position to handle problems limited exclusively to single stations in single localities but, for the most part, it would be dealing with broad, national problems which are presented to all stations alike and therefore could be solved for all alike. Under the plan any station operator would have an opportunity to state his case to the code committee before the final decision was made, because the plan would require that every participating station receive information and a specific recommendation from the code authority with a request for confirmation by the station in writing. It would be difficult to conceive of any practice that would be acceptable to one or a few stations because of location, while repugnant to all others, or vice versa, he said.

Responding to the query whether it would not be dangerous to have a "small group of men setting the policies for the entire industry", Mr. Way asserted that precaution should be taken in choosing members of the code committee because their responsibilities would be great. The men should be experienced station operators, representing a cross-section of the industry—each of the major networks and one or more non-network operators. Each decision made by the committee would affect the operation of each member's own station, as well as all others. Each decision would require confirmation by a majority of the stations to make it effective.

"Honest Independence"

The code authority would be a paid representative. He would be an experienced broadcaster who had developed a "reliable sensitivity to the power, force, educational and sales impact of every moment on the air". He would not have to be a lawyer.

Asked how networks, advertisers and agencies would be made to respect the decisions of such a committee, Mr. Way said deci would be announced as an ind try. As operators, broadcasters c trol their respective transmitte The code authority and commi would be available for consultati "Ours would be a friendly honest independence," he said.

The code committee would jointly fix rates and would not a combination in restraint of tra He pointed out that acting as combination does not, in itself, late the anti-trust laws. T Declaration provides that broadcasters shall "be of one mi and act with one accord" in "interpretation of contracts, ra and discounts", but does not spec the "determination" thereof. S a combination in the public inter wherein no rates are fixed, wo not be held in restraint of tra Mr. Way said this was the opin of counsel. Asked how the p would operate, Mr. Way said:

> "Assume that Blank Co., makers a remedy for burns, through its vertising agency issues to stations series of one-minute transcriptio each of which opens with a terrifyi scream. (No reference to any act case, past or present, is indicated.)
>
> "One or more station managers port these transcriptions to the C Authority. After a quick consultati with the Code Committee, the C Authority issues to all stations "hold" order, delaying the use of th transcriptions anywhere until the C Committee can hear the records issue a recommendation.
>
> "Within the shortest possible ti each station manager operating und the plan receives the recommendati that his station should not accept th transcriptions. Accompanying t recommendation is a "confirmati form" which the station manager f in and signs, as an individual operat formally refusing to accept said m terial as being contrary to the "p lic interest, convenience and necessity This form is returned immediately t the Code Authority. The Code Auth ity then, speaking for the stations i dividually and as an industry, advis the agency for the Blank Co. that s transcriptions will not be broadcas because they are contrary to the "p lic interest, convenience and necessity
>
> "The above is an ideal case, which no differences of opinion are e pressed. Differences might delay t final decision, but that decision, wh finally made, still must come as t majority opinion of the industry, t responsibility for obtaining th opinion resting squarely upon the C Committee and Code Authority.
>
> "After a few such cases, advertis and agencies would be educated to su mit questionable material to the Co Authority first and ask for a decisi thereby saving valuable time and r cording costs, etc., etc.
>
> "Economies of operation would d mand that the Code Authority han many cases, originating from statio in routine fashion, even though so of the material might reach the a before it could be discontinued. St tions still would retain the right, a are in fact obligated, under th licenses, to reject objectionable m terial individually, according to th own opinions.

IT'S A W BIG JOB

The MAGIC CIRCLE

And this job takes priority over All —with WBIG!

A Columbia Broadcasting System Affiliate.

GREENSBORO N.C.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

YOU CANNOT OPEN YOUR FRONT DOOR WITHOUT A LATCH KEY!

The key to the large radio audience in Nova Scotia is held by:—

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES

Representatives
WEED & COMPANY
350 Madison Ave., N. Y.

WOC for Tri-Cities
BASIC BLUE • 5000 WATTS
DAVENPORT • ROCK ISLAND • MOLINE
FREE & PETERS, Inc., National Representativ

Radio in Doubt As to 48-Hour Week

NAB Labor, Wage-Hour Groups Summoned To Confer

DOUBT blanketed radio's position last week, as a result of President Roosevelt's Order establishing a "minimum work week of 48 hours". Industry leaders were attempting to determine the exact status of the 73 stations situated in the 32 cities affected by the mandatory application to all fulltime employment.

Although few questions were answered, industry leaders recognized that the War Manpower Commission is the key agency in the administration of this new edict. Whether all stations situated in any of the 32 cities would be required to have all fulltime employes work a 48-hour week was an open question. WMC officials believed that the edict's administration would be cared for locally and exemptions were possible at the discretion of the regional or area WMC director. Specifically they were not prepared to comment upon broadcasting's position.

NAB Calls Meeting

Union leaders questioned were likewise dubious of their positions under this latest control. They pointed out that the Executive Order was obviously elastic since it did not aim to supersede "Federal, State or local law limiting hours of work" or conflict "with the provisions of any individual or collective bargaining agreement with respect to dates of pay for hours worked in excess of the agreed or customary work week." Then the Order added that it was not intended to suspend "or modify the terms" of the Wage Hour Act.

To clarify radio's position the NAB has wired members of its National Labor Executive Committee and members of its Wage & Hour Committee to attend a special conference in Washington Feb. 23 at the Mayflower Hotel for the purpose of discussing the effect of the regulation upon the industry.

Absent from the group of 32 cities subject to this control are radio key centers, New York, Chicago and Los Angeles, with Washington the only major city included. Within the next few months it is likely that Chicago and Los Angeles may come within this classification because they were included in a secondary group of 102 cities, termed "labor stringency" areas. Within the second group are 156 stations which might be affected.

Talent Question Unanswered

The 32 cities were originally selected as areas subject to local hiring controls which had little effect upon the radio industry [BROADCASTING, Feb. 8]. The latest edict places all employment within these 32 cities subject to a 48-hour week immediately and provides for overtime rates as instituted. Whether each of these areas will decide that broadcasting is subject to the regulations is moot. Reasons offered against this trend of thought exist in the fact that while it may be necessary to place engineers and other technical help on a 48-hour week, it might be impractical, if not foolhardy, to attempt to cut out a 48-hour week for clerical personnel. The question of working hours for actors, announcers and other talent also remains in the air.

One thought which has been advanced in some industry circles is the fact that it would be well to put all essential occupations on a 48-hour week basis. The reasoning behind this is in the fact that the filing of Form 42-A for essential men calls for a statement of the hours worked by the individual deemed essential. Consequently, if a man is essential and the purpose of the 48-hour week is to insure manpower needs through extension of work hours, it would be well to prove to local draft boards that the man considered essential is doing his utmost in the performance of his job.

In any case, the plan, as it now stands, calls for setting in operation the 48-hour week where possible. Parttime workers are not affected by the new regulation. Employers such as broadcast stations have until March 31 to extend their work week or to report to the WMC how much longer it will take them to do so. This applies only in the critical areas.

Voluntary Adoption Urged

In all other regions WMC advises employers to assume their responsibility in the war effort by adoption of the program voluntarily. If adoption of the program would mean reduced labor requirements, and yet would not mean the discharge of workers now on the payroll, WMC advises adoption. Furthermore this is advised as a protection against the draft's drain. However, WMC cautions the measure is intended only to increase the release of workers for war jobs and essential jobs but is not intended to merely increase hours.

Recognizing that the 32 areas originally established were not the only regions of difficulty, WMC issued a supplementary list later in the week comprising areas known as one where "labor stringency" prevailed. Immediately, this list is not important but it is well to understand that additions to the basic list of 32 would be made from the supplementary list. Among this list of cities many are found representing major radio outlets such as Los Angeles, Chicago, Pittsburgh, Cleveland, Milwaukee, Des Moines, San Francisco, Salt Lake City and Tulsa. A complete list of cities in both lists follows.

Areas of critical labor shortage:

Akron; Baltimore; Bath, Me.; Beaumont; Bridgeport; Brunswick, Ga.; Buffalo; Charleston, S. C.; Cheyenne; Dayton; Detroit; Elkton, Md.; Hampton Roads, Va..; Hartford; Las Vegas; Macon; Manitowoc; Mobile; New Britain, Conn.; Ogden, Utah; Panama City, Fla.; Pascagoula, Miss.; Portland, Ore.; Portsmouth, N. H.; San Diego; Seattle; Somerville, N. J.; Springfield, Mass.; Sterling, Ill.; Washington; Waterbury, Conn.; Wichita.

Areas of "labor stringency" are:

Claremont, N. H.; Greenfield, New Bedford, Mass.; Meriden, New Haven, New London, Stamford, Conn.; Newport, R. I.; Portland, Me.; Albany, Elmira, Geneva, Massena, Rochester, Utica, N. Y.; Aliquippa, Allentown, Berwick, Chambersburg, Harrisburg, Erie, Lancaster, Lebanon, New Castle, Philadelphia, Pittsburgh, Pottstown, Reading, Williamsport, York, Washington, Pa.;

Jersey City, Long Branch, Morristown, Newark, Paterson, Perth Amboy, Trenton, N. J.; Wilmington, Del.; Hagerstown, Md.; Pt. Pleasant, W. Va.; Wilmington, N. C.; Adrian, Battle Creek, Benton Harbor, Flint, Muskegon, Pontiac, Saginaw, Mich.; Canton, Cleveland Columbus, Lima, Marion, Newark, Piqua, Sandusky, Warren, Ohio; Louisville, Ky.; Bloomington, Ill.

Evansville, Ft. Wayne, Gary, Indianapolis, Michigan City, Richmond, South Bend, Terre Haute, Ind.; Joliet, Moline, Rockford, Springfield, Ill.; Madison, Milwaukee, Racine, Sturgeon, Wis.; Bristol, Tenn.; Florence, Huntsville, Talledega Ala.; Savannah, Ga.; Tampa, Fla.; Des Moines, Ia.; Duluth, Minn.; Grand Island, Hastings, Neb.; Choteau, McAlester, Tulsa, Okla.; Parsons Run, Pine Bluff, Ark.; Dallas, Tex.; Pocatello, Ida.; Provo, Salt Lake City, Utah; Everett, Spokane, Wash.; Los Angeles, Sacramento, San Bernardino, San Francisco, Stockton, Cal.

FRIENDLY SERVICE
SAVES TIME AND MONEY
AT Postal Telegraph
CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Always Popular Now More POWERFUL
WCAO
The Voice of Baltimore
NOW
5,000 WATTS
DAY & NIGHT
600 KC
The Only Columbia Station in Maryland
★
Paul H. Raymer Co.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles

WHAT'S WHAT IN Boston

22.

WCOP has sold everything from a magazine to a mattress . . . what have YOU to sell?

REPRESENTED BY HEADLEY-REED CO.

WCOP BELONGS ON YOUR SCHEDULE

BUMPER BABY HARVEST at WSPD, Toledo, where six staff members had visits from the stork in two months, resulted in this lesson in the care and hygiene of infants, with apron-clad Al Snyder, station newsman-announcer, presiding. Five fathers attending are (l to r): Johnny White, chief maintenance engineer; Al Ruhfel, continuity editor; Jim Groves, studio engineer; Glenn Jackson, chief announcer; Frank Hilbert, studio engineer. Jim Uebelhart, news editor, missed class, being at the moment busy pacing hospital corridors in anticipation.

Many Rural Sets Need Batteries, Says Stefan

THOUSANDS of rural radio listeners are threatened with loss of broadcasting service, Rep. Karl Stefan (R-Neb.) warned Congress last week, reporting that a shortage of batteries had already crippled hundreds of receiving sets in his district.

Should stations lose hundreds of thousands of listeners, he said, Government departments and the entire war effort would be the loser, since "a very great number of families depend solely on radio for news and information."

Rep. Stefan, a former commentator of WJAG, Norfolk, Neb., was recently reelected to the House for his fifth term.

E. H. BROWN ADV. AGENCY, Chicago, offers to advertisers its 18th annual edition of "Advertisers Rate & Data Guide", listing rates, circulation, closing and issuance dates for newspaper and magazine advertising, and radio times rates and wattage of networks and larger stations through January, 1943.

FCC Fund Cut

(*Continued from page 14*)

man Fly in his direct statement to the work of Radio Intelligence Division, headed by George E. Sterling, assistant chief engineer, and to FBIS. He said the Commission is the nation's "radio detective" and constantly patrols the ether. He said this country has control and surveillance of the air as good as any nation, perhaps better. Apropos functions of FBIS, Mr. Fly said its work was for other Government agencies, notably the military. Approximately 1,650,000 words are intercepted every day in the week, he said.

The War Problems Division, for which $20,160 is sought and which received an unfavorable recommendation from the committee though it did not delete the funds, was described by Mr. Fly as the agency handling personnel and program service of foreign language stations and functions in connection with other wartime activities. This unit is headed by Nathan David, assistant general counsel.

It was revealed for the first time that this division, created in January 1942 to handle legal and investigatory problems arising out of the war emergency, has offices in a number of cities. These include New York, Chicago, San Francisco, Atlanta, Dallas, Los Angeles, and Portland. Its principal function, the Commission stated, is to assemble facts in the field and prepare reports on matters requiring action by the Commission or the Board of War Communications.

Describing functions of the broadcast division, Chairman Fly said that it is now especially concerned with international broadcasting facilities. He described in detail how international broadcast stations are programmed jointly by OWI and CIAA as an integral part of psychological warfare. T FCC, he said, has under continu study the most desirable freq cies for use by particular stati at particular times of the day a seasons of the year, and is al concerned with preventing accide tal interference and with avoidi purposeful interference or "ja ming" by foreign countries.

Station Transfers

Following annual custom, Chai man Fly placed in the record breakdown of station sales a transfer of licenses from Dec. 1941 to Dec. 31, 1942. Such d has been requested annually Rep. Wigglesworth (R-Mass who also is a member of the C select committee to inquire i personnel and functions of t FCC. The breakdown shows t stations, assignor, assignee, origi cost, replacement costs, stati earnings or losses, price paid, a date granted. The list covered separate transactions by stati call letters.

Mr. Fly estimated that the Com mission handles about 100 suc transactions annually. Mr. Wiggle worth asked specifically for info mation on the "WGST" (Atlanta transaction, the WOW sale and th sale of the Yankee Network t General Tire & Rubber Co.

Apropos deferment of FCC pe sonnel, Mr. Fly said in respon to Rep. Wigglesworth that 4 members of the Commission's sta have received deferments and th 391 in the deferred status are st on the Commission rolls. (Report have circulated that the FCC h received more deferments pe capita than any other non-militar agency.) Mr. Fly said he hope all these deferments would be f the duration. He said that most o the group are specialists in a mo essential field of war activity. H added he was satisfied that the would do a more significant wa job with the FCC than they coul in the military services.

Question was raised by Rep. Ca (R-S.D.) about duplication of moni toring service performed by th FCC with work of the military se vices. Mr. Fly, however, contende there was a very clear differenti but said that the Army at one tim had advised that it did not requir particular types of reports. Thos were discontinued and others i augurated. Later on, Chairman F said that by and large there wa practically no duplication.

Considerable testimony was el ited on the status and backgrou of Frederick L. Schumann, of t FBIS staff, mentioned by Chairm Dies (D-Tex.) as one of three FB employes of purportedly undesir ble background. Mr. Fly said, ho ever, that an investigation fail to reveal that he was not desira and lauded his ability.

Apropos William E. Dodd, of the former Ambassador to Ge many, also on the FBIS staff, M Fly said the Civil Service Co mission had approved his appoi ment.

LOOK TO LINGO FOR AM-FM

Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their high efficiency, unexcelled stability and low maintenance cost.

LOOK TO LINGO—for proven, factual information on modern antenna systems.

LINGO VERTICAL TUBULAR STEEL RADIATORS

JOHN E. LINGO & SON, INC., CAMDEN, N. J.

AP

WKST, New Castle, Pa.

. . . increased efficiency of hourly newscasts 100% . . . periods well balanced with fresh news instead of customary "fill" material.

A. W. Graham,
Station Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

FTC Asks Court to Dismiss Miles Laboratories Complaint

Claims Firm's Attempt to Restrain Impending Action by Appeal to Tribunal Is Irregular

ASSERTING that Miles Laboratories, Elkhart, Ind., resorted to an irregular means of redress in seeking a declaratory judgment to restrain an impending action, the Federal Trade Commission last week notified the U. S. District Court for the District of Columbia that it was moving dismissal of the complaint filed by Miles on Dec. 14 [BROADCASTING, Dec. 21].

The action had been brought by Miles Labs. after FTC mailed the firm an agreement stipulating certain modifications in either the labels or the advertising for each of three Miles products. Miles appealed to the court for aid, declaring that FTC was assuming jurisdiction belonging to the Federal Food & Drug Administration, and that the firm was threatened with loss and other damage.

Challenges Jurisdiction

Although no radio advertising was involved in these cases, Miles' appeal to the court aroused interest among broadcasters, because it was felt that the act challenged FTC's jurisdiction in several current cases against large manufacturers of medicinal remedies, in many cases involving radio scripts.

FTC's answer for the most part argued that the Federal District Court has no jurisdiction, but in addition it shed considerable light on FTC's interpretation of its functions.

According to the argument, the U. S. Circuit Court of Appeals "has exclusive jurisdiction to affirm, nullify, or set aside" FTC orders. But Miles would have no right to resort to this court until the FTC itself had issued a cease and desist order, the Trade Commission asserted, in moving dismissal.

According to procedure under the Federal Trade Commission Act, the motion said, there can be no resort to the court until a controversy exists. A request for a stipulation, or notice that a complaint is about to be issued does not constitute a controversy, FTC said.

"A complaint," according to the FTC motion, "is, in operation, nothing more than notice of hearings which will be held for the purpose of taking evidence on charges stated, and giving the respondent opportunity to show cause why a cease and desist order should not be issued."

The complaint itself, FTC said, is only preliminary and procedural. "If the respondent chooses to disregard the order and does not answer the complaint or appear at the hearings before the Commission, it is subject to no penalty, and does not waive its right to obtain judicial review of any final order which may be entered against it."

Until a cease and desist order is actually issued, FTC stated, the Commission "is not directing the plaintiff to do anything, or cease from doing anything, and is not threatening to do so."

FTC described itself as "a law enforcement agency" whose only job is to issue a complaint to determine certain things. "Issuance of a complaint creates no adverse legal interest because the proceeding is not for and cannot result in a judgment or decision in favor of the Commission, but is brought only to determine whether a cease and desist order would be in the public interest."

After completing arguments on jurisdiction, FTC nevertheless took up Miles charges that the Commission was assuming powers of the Federal Food and Drug Administration over labeling.

FTC explained that its stipulation did not require changes in the label, but offered that as an optional alternative to adjustments in advertising. "It is certainly within the province of the Commission to determine the legality of the plaintiff's advertisements in the light of the contents of the labeling of the products advertised, FTC concluded.

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE

Growing Industrial Center.
Factory employment 111.3%
ahead of 1930.

WHBF

Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

The Time to Buy in
Central Pennsylvania

WSBA
900

THE "MID-POINT" ON YOUR DIAL

YORK, PENNSYLVANIA
National Representative: The Walker Co.

BIG LOCAL department store provided "biggest single order since its beginning" for WHJB, Greensburg, Pa. when Bon Ton decided to use two 15-minute news programs daily, five-minute newscast daily and 38 time announcements weekly, all for 26 weeks. At the contract-signing session were (l to r): George Podeyn, WHJB manager; Jim Smeltzer, station representative; Howard Hoffman, program director.

AP By-Laws Change

A SPECIAL membership meeting of the Associated Press in New York last Tuesday ratified an amendment to the by-laws, eliminating the requirement that new members must pay a fee of not less than three times the current annual assessment for the community. By-law now requires applicants for AP membership to pay 10% of the regular AP assessments in the community since 1900, which in most large cities would be considerably less than fees figured on the basis of three times the current assessments.

BRANDBORG NAMED EGOLF SUCCESSOR

GUSTAV BRANDBORG, for 10 years sales executive of KVOO, Tulsa, has been promoted to commercial manager replacing Willard D. Egolf, who has joined the NAB, according to William B. Way, vice-president and general manager. Hillis Bell comes up from KVSO, Ardmore, Okla., to fill Brandborg's post.

Mr. Brandborg

Mr. Brandborg went to Tulsa in 1909. A background as a professional singer enabled him to transfer to radio from the construction field.

Mr. Bell's radio background includes KTUL and KOME, Tulsa; KHBG, Okmulgee, Okla.; KADA, Ada, Okla., and WORD-WSPA, Spartanburg, S. C. He is also a concert pianist and composer.

Listened; Bought

NINE out of ten persons who had heard *Can You Top This* on WOR, New York, rated it "good" or "very good", and there is evidence of their approval in purchases of the sponsor's product, according to a survey prepared by Newell-Emmett Co., New York, for the sponsor, Kirkman & Son Division of Colgate-Palmolive-Peet Co., Jersey City.

bargain buy

A half dozen of the finest news commentators on anybody's air and the other Blue Network features help to build the audience that makes KECA the Bargain Buy of Southern California.

KECA
OF LOS ANGELES

Earle C. Anthony, Inc.

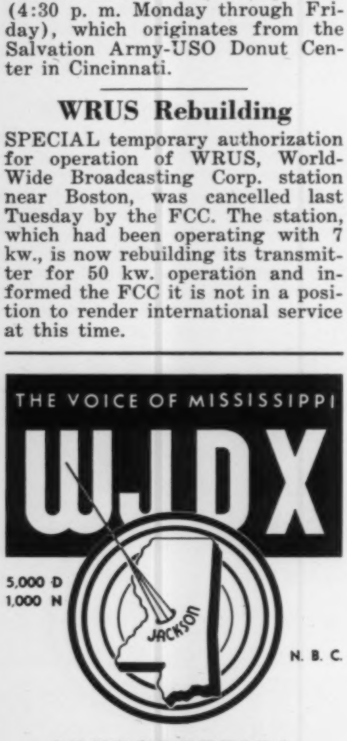
BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

XUM

BACK IN RADIO is Chief Petty Officer Charles Wayne Dameron of the Navy (left), being greeted by Production Manager Al Bland of WCKY, Cincinnati. Dameron, veteran hillbilly singer, m. c. and orchestra leader, left WCKY several months ago for the Navy. Assigned to recruiting duty in Cincinnati, Dameron is cooperating with WCKY in selecting Naval personnel for interviews on *Navy Time* (4:30 p. m. Monday through Friday), which originates from the Salvation Army-USO Donut Center in Cincinnati.

WRUS Rebuilding

SPECIAL temporary authorization for operation of WRUS, World-Wide Broadcasting Corp. station near Boston, was cancelled last Tuesday by the FCC. The station, which had been operating with 7 kw., is now rebuilding its transmitter for 50 kw. operation and informed the FCC it is not in a position to render international service at this time.



SKYROCKETING

In 1942 Mississippi farmers had the biggest income in the history of the state. Cash returns from crops alone jumped $100,000,000 over 1941. This did not include equally substantial increases in income from livestock and livestock products, poultry, eggs and milk. Record-breaking UPS in industrial and commercial employment and earnings—plus this picture on the farm—make the Mississippi market a MUST on your 1943 schedule.

WJDX Dominates Mississippi's EXPANDED agricultural, industrial, commercial and military Markets—WJDX can get RESULTS FOR YOU

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

AFM Fee

(*Continued from page 9*)

Manpower Commission in attempting to get as many people as possible into essential war work by retaining presently unemployed AFM members as musicians, and that it would impose an impossible situation on record manufacturers who are prevented by Government price freezing from increasing the price of their records to the public or transcriptions to radio stations.

In answer to questions about conflicts of the AFM plan with the Government programs, Mr. Petrillo stated that the union's lawers had examined it carefully and found it to be completely lawful.

The AFM proposals and invitation to negotiate were sent to the following list: Decca Records, RCA-Victor, Columbia Recording Corp., Muzak Corp., World Broadcasting System, Empire Broadcasting Corp., Minoco Studios (makers of juke-boxes with picture attachments), and the National Assn. of Coin-Operated Phonograph Mfrs. No explanation was advanced for the omission of other transcription and recording companies from the list.

Chairman D. Worth Clark (D-Idaho), of the Senate Petrillo Probe Committee, said last Friday he had received from the AFM president the text of the proposals, along with a covering letter. Mr. Petrillo advised him that the international board had devoted considerable time to the matter and that they were submitted at the earliest date possible.

Senator Clark said that he and members of his five-man subcommittee were studying the proposals. He made no comment as to their scope. When the hearings were recessed last month after the committee had heard the AFM witnesses, Chairman Clark stated they would be resumed after the Petrillo proposals had been submitted, with representatives of public organizations, affected industries and other groups, who have asked for opportunity to testify, to be heard. It is presumed a date shortly will be fixed for resumption of the proceedings.

Meanwhile no word whatever was forthcoming from NAB President Neville Miller nor his chief musician counsel, Sidney M. Kaye, regarding the AFM proposals. The fact that broadcasting directly was left untouched in the demands, occasioned no real surprise.

Both the AFM president and its counsel, Joseph A. Padway, had told the Senate committee they had no direct grievance against broadcasters but were interested in relieving unemployment through revenues derived from recording and transcription companies and jukebox owners.

Question naturally arose, however, as to whether the proposed Petrillo terms could be invoked without amendment of the copyright laws. If the terms were worked out and accepted by the industries affected, the status of the statute presumably would not be invoked. This would be tantamount to the method used by the Music Publishers Protective Assn., whereby royalties voluntarily are paid for manufacture of transcriptions, both sustaining and commercial.

CHOSEN as the young man who did the most from a civic standpoint for Columbus, Ga., in 1942, J. W. Woodruff Jr. (right) executive manager of WRBL, Columbus; WATL, Atlanta, and WGPC, Albany, Ga., receives the Columbus Junior Chamber of Commerce Distinguished Service Key from U. C. Moyer. Mr. Woodruff is NAB director-at-large and retiring head of the Georgia Assn. of Broadcasters. He has many civic affiliations.

Murray Leaving CBC; Enters Public Relations

GLADSTONE MURRAY, former general manager of the Canadian Broadcasting Corp., and since last Nov. 2, director-general of broadcasting of the CBC, on Feb. 10 announced his resignation from the CBC, with which he has been connected since November, 1936. The announcement states he will go into the public relations field with special emphasis on the war effort and on post-war reconstruction.

PROMOTION of James M. Patt, sales promotion manager of WKRC, Cincinnati, to executive assistant to Kenneth W. Church, general manager, has been announced. Mr. Patt will direct public relations' promotion and war activities.

A QUARTER-HOUR radio convention on religious education was aired on CBS Feb. 9, from the annual conference of the International Council of Religious Education, meeting in Chicago.

PALEY CITES STAND ON WINE AND BEE

DECLARING full advantage h not been taken of the tremend reservoir of Hollywood talent, W liam S. Paley, CBS president, Feb. 9 announced production West Coast CBS programs will accelerated, especially progra featuring comedy and music.

Touching upon use of radio b brewing companies, Mr. Paley d fended their sponsorship as norm business comparable with that a cepted by other advertising medi Latest to utilize CBS station Pabst Brewing Co., Chicago, early February contracted for half-hour variety show featuri Groucho Marx, film cemedian. S ries starts March 27 for 26 wee

Decision on Jurisdictio Expected in AFM Su

A SUPPLEMENTAL Governme brief in the Dept. of Justice ant trust suit against the AFM wa filed last Monday before Judge Jo P. Barnes in the Federal Distri Court of Chicago by Dan Brit special assistant attorney gener in Chicago. In addition to leg citations, the brief reviews or arguments pleaded by Thurma Arnold before Judge Barnes thre weeks ago, asking that the AF motion to dismiss be denied an charging that James C. Petrill and the AFM were conspirin through the recording ban to pu independent radio stations out o business [BROADCASTING, Jan. 25]. Judge Barnes is expected to han down a decision within the nex few days on whether the anti-tru suit should be heard in the Chica Federal Court or dismissed.

Philco Repair Plan

DISTRIBUTORS and district representatives will cooperate to se up a repair service for maintenanc of home radios, under a plan pu into effect last week by Philco Radio & Television Corp.

Program involves "an activ partnership" between Philco distributors and the corporation' staff of district representatives t make optimum use of availabl equipment and manpower.

First step in this wartime radi service involved setting up repai shops in all Philco distributo cities. Tests have already bee made in two cities.

COLUMBUS
IT'S NO SECRET THAT
WBNS
CENTRAL OHIO'S ONLY CBS OUTLET
IS A GOOD SPOT TO TELL YOUR SALES STORY
Ask Any Blair Man or Us

9 CBS Members On Advisory Board

New Group Scheduled to Meet With Network Executives

FIRST MEETING of the new "Co-umbia Affiliates Advisory Board" s expected to be scheduled shortly with CBS officials in New York. Stations in each of nine geographical districts, corresponding roughly o the network's operational setup, are voting a district representative o the nine-man board.

Similar to the advisory and planning committees of NBC and the BLUE, the board will hold frequent meetings with CBS executives to confer on problems of policy and procedure affecting the network and its affiliates.

Idea was suggested in a letter to CBS affiliates from Herbert V. Akerberg, vice-president in charge of station relations. Plans for the organization were formulated at a meeting in New York Jan. 15 of CBS officials with a group of station men appointed to direct the election of the permanent board.

Network was represented at the meeting by William S. Paley, president; Paul W. Kesten, vice-president and general manager; Joseph H. Ream, vice-president and secretary; Mr. Akerberg and J. G. Gude, William S. Schudt Jr. and C. Howard Lane of the station relations department. Station committee comprises Leo Fitzpatrick, WJR, Detroit, chairman; Cecil Mastin, WNBF, Binghamton; O. L. Taylor, KTSA, San Antonio; Hugh Terry, KLZ, Denver; James Woodruff, WRBL, Columbus, Ga.

At the conclusion of the meeting the station committee appointed the New York accounting firm of Lybrand, Ross Bros. & Montgomery to conduct the election of board members. Ballots were mailed to all CBS affiliates on Jan. 25 and as soon as possible after the election has been completed the advisory board will hold its first meeting.

Rohm & Haas Spots

ROHM & HAAS Co., Philadelphia, on March 1 is starting a 13-week campaign for its insecticide, using weekly and thrice-weekly spot announcements on 25 to 35 stations in selected agricultural areas. Campaign will go off for the summer months, and plans are to resume a similar schedule this fall. Agency is Newell-Emmett Co., New York.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

FOR OUTSTANDING public service in promoting Nebraska's war salvage campaign, WOW, Omaha, was awarded the Creighton U Scrap Salvage plaque, presented to WOW General Manager John J. Gillin Jr. (right) by the Rev. Paul F. Smith, S.J., English Dept. director of Creighton.

NET OF $4,100,000 IN 1942 FOR CBS

CBS had consolidated net earnings of approximately $4,100,000 for the year 1942, equivalent to $2.39 per share, according to a preliminary statement issued last week by Frank K. White, treasurer. Earnings in 1941 were $4,804,700, or $2.80 per share, although the figures are not exactly comparable as the 1942 figures are for the 52 weeks ended Jan. 2, 1943, while the 1941 figures covered a 53-week period.

1942 earnings are after provision was made for $4,350,000 for estimated Federal income and excess profit taxes, an increase of $550,000 over the $3,800,000 provided for such taxes during 1941. The $4,350,000 is after deduction of the 10% excess profits post-war credit ($210,000) from 1942 taxes payable.

At a CBS board meeting last Tuesday the directors declared a cash dividend of 30 cents per share of Class A and Class B stock of $2.50 par value, payable March 5 to stockholders of record at the close of business Feb. 19.

Vick Extension

VICK CHEMICAL Co., New York, has extended its spot campaign for Vapo-Rub and Vatronal for an additional 13 weeks on some stations. Vick's seasonal 26-week campaign got under way last fall on a large group of stations, using news and music programs. Agency is Morse International, New York.

Stovin
and
Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Manpower, Priority Problems Featured In Agenda of Canadian Broadcasters

CANADIAN broadcasters meet at Toronto this week, Monday to Wednesday, to discuss wartime problems of manpower, priorities, cooperation with Government departments on war problems, and to hear reports from representative American broadcasters at the ninth annual convention of the Canadian Assn. of Broadcasters.

With the exception of the Monday afternoon and Tuesday morning sessions, all meetings this year are closed. Open luncheons are scheduled the three days of the conference, open breakfast meetings Tuesday and Wednesday, and the annual dinner on Tuesday, when Max Jordan, former NBC European correspondent, will be guest speaker.

Miller, Gillin to Speak

Neville Miller, NAB president, is to be the Tuesday luncheon speaker, and John J. Gillin, Jr., WOW, Omaha, the Wednesday luncheon speaker on "The Future of Broadcasting As I See It". Lewis Avery, NAB director of broadcast sales, and Mrs. Dorothy Lewis, NAB coordinator of listener activity, are to address various sessions of the convention.

Canadian speakers include Dr. J. S. Thomson, recently appointed general manager of the Canadian Broadcasting Corp., who will meet most of the independent broadcasters at the convention for the first time; and a number of Government officials from wartime departments along with radio public relations officers of the three armed services.

A dinner was given by the CAB directors to American broadcasters on Sunday evening. Stations represented by Stovin & Wright Ltd., were to hold a sales clinic and dinner Monday evening. Stations represented by All-Canada Radio Facilities planned a dinner on Wednesday evening, and on Thursday the CBC is holding a meeting of CBC network affiliated stations in the morning and with the Western Assn. of Broadcasters in the afternoon.

CBC Board Session

A MEETING of the Board of Governors of the Canadian Broadcasting Corp. was held at Ottawa Feb. 8-9. Political broadcasts prior to elections were discussed and it was decided to keep the present policy with adequate representation of all political parties on the CBC sustaining networks. No other topics were announced as having been discussed in the official statement issued by the general manager, Dr. J. S. Thomson, but it is thought the CBC employee pension scheme and Gladstone Murray's resignation as director-general of broadcasting were on the agenda.

UNITED STATES TREASURY
T
AWARD
(Second in the Nation)
to
ILION, N. Y.
Saturday, January 23, 1943
ILION—home of Remington Arms (Du Pont) and Remington Rand
ILION—Just eight miles from WIBX, "Voice of the Mohawk Valley"
and
UTICA, N. Y. (home of WIBX) once more receives the distinction of THIRD (in New York State) SPOT CITY for March, 1943 with an index of 114.3 and 6.05 million in Retail Sales.
WIBX
"The Middle Link in Columbia's Chain from the Hudson to Great Lakes"

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

365,000 people make the Youngstown metropolitan district the third largest in Ohio.
WFMJ
Has more listeners in this rich market than any other station.
Headley-Reed Co.
National Representatives

IN KANSAS CITY
5000 WATTS
KCMO
1480 ON YOUR DIAL
Basic Blue Network
MORE PULL
MORE COVERAGE
FOR YOUR MONEY
National Representative
JOSEPH HERSHEY McGILLVRA

WHKY
HICKORY
NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT
For complete details write
HOWARD H. WILSON CO.
Chicago - New York - Kansas City
San Francisco - Hollywood
1290 KC BLUE NETWORK

Supreme Court Ruling Seen

(Continued from page 16)

agreements with the networks, as distinguished from the regulations as originally drafted. He emphasized that as now written, the regulations are general and that any station which has a contract with a network contravening the regulations, assuming they are held valid, automatically would "end its life." There is no provision in the law which "comes within gunshot" of giving the FCC such power, he argued.

Citing the "free competition" aspect of the Sanders Case decided two years ago by the Supreme Court, Mr. Hughes pointed out the same tribunal said Congress did not give to the Commission control over the business operations of stations. Radio was an industry which Congress intended to "let alone" because it is subject to physical limitations, he said.

Questioned by Justice Jackson about Paragraph 303 (i), Mr. Hughes said that the word "special" was the key. He alluded to the Congressional debates and quoted Senator Dill, co-author of the bill, to buttress his contention that the provision dealt only with duplication of chain programs and with "technical engineering problems."

Right to Coerce

Asserting he did not believe Congress gave the Commission such a "weapon to coerce stations", Mr. Hughes said that under the regulations as proposed, some 300 to 400 network stations would be deleted if they did not promptly accede to the new rules. Replying to Justice Frankfurter, he said the Commission could not establish such a general policy, though it can refuse licenses on renewals individually and take into account past performances. After the luncheon recess, he elaborated on that observation, asserting that the Commission has the power in adversary proceedings, and based on the record and past performances, to refuse to renew licenses.

In his rebuttal of the CBS argument, Mr. Fahy again alluded to the Congressional debates to support his contention that the Commission had full authority to regulate network-affiliate contracts. Associate Justice Frankfurter commented that the five-year contract itself appeared to "preclude competition."

Mr. Fahy contended that the Commission had been most lenient in its negotiations with the industry, and inferred that requests for relief in particular cases would be considered. All that was left of the case, he contended, was the question of reasonableness of the regulations. The issue had been raised, he said, whether the regulations could be imposed generally or whether they could be invoked by having each affiliate's case handled individually. He argued that while the regulations constituted a "general policy", each case could be decided individually.

In closing the argument, Mr. Caldwell traced the history of the monopoly provisions of the statute from the start. He said no one in those days dreamed of the development of broadcasting to its present point, and that Congress simply had in mind avoidance of monopolies in the receiving set and equipment fields.

Struggle of MBS

He outlined the struggle of Mutual, as the youngest and smallest of the networks, in procuring outlets in important markets, asserting it was blocked because of exclusive contracts, time options and the lack of available additional outlets.

Mr. Caldwell related how the time option regulations would function, pointing out that blocks of time would be available to individual networks in segments throughout the day. He claimed that virtually the same rights would be available to the networks.

As conditions stand now, three networks tie up the time of some 36 important markets. Under the new regulations, he declared, that available time on the stations not optioned to the other networks could be used by Mutual or other network organizations. He asserted it was not solely a network problem, since on the BLUE, for example, only 22% of the time is sold, which could be utilized in part for other network service.

Disc Sponsors

LATEST accounts for *Hymn Time*, transcribed program featuring Smilin' Ed McConnell, and produced by Charles Michelson, New York, are Pillsbury Flour Mills (feed divsion) on KROS, Clinton, Ia. and Jacksonville Furniture Co., on WMBR, Jacksonville, Fla. *My Prayer Was Answered* will be sponsored six times weekly on WSIX, Nashville, by Brown Furniture Co. *The Shadow* has acquired the following sponsor and stations: Goudcheau Department Store, WJBO, Baton Rouge, La.; Duquesne Brewing Co., WCAE, Pittsburgh; Groves Bromo-Quinine, WHKC, Columbus; Four-Way Cold Tablets, KWK, St. Louis; Uniontown Brewery, WMBS, Uniontown, and F & I Products Co., WLOL, Minneaolis.

RCA Dividend

QUARTERLY dividend of 87½ cents per share on the outstanding shares of RCA $3.50 first preferred stock and a dividend of $1.25 per share on the company's "B" preferred stock was declared recently following the regular meeting of the RCA board of directors. According to David Sarnoff, president of RCA, these dividends are for the period from Jan. 1, 1943 to March 31, 1943 and will be paid April 1, 1943 to stockholders of record at the close of business March 5.

OPA Gives Rul
For Price Quot

General Figures May Be U
If Dealers Are Not Listed

RADIO SCRIPTS may advertis general retail price for a produ without violating price control re ulations, OPA explained last we but prices must be qualified if specific list of dealers is mentio in the broadcast.

Two rules governing advertisi responsibilities under price ceilin were interpreted by OPA to pr vent national or regional adverti ing from misrepresenting pric charged by individual storekeepe who may have to operate und ceilings lower than the advertis price.

Rule Explained

The rulings stated that in in stances where radio copy mentio price but no dealers, no other safe measures are necessary. Whe price and dealers are listed, however, the script must state that th prices do not apply in stores operating under lower maximum prices.

OPA's rulings also apply to newspaper and magazine advertisements, which must always qualify a national price when dealers' names are mentioned. Similarly, when a marketer sends copy to a retailer, it must include warning that prices above a local ceiling are not binding.

Ashland Ups Newman

L. D. NEWMAN, formerly manager of the Huntington, W. Va. studios of WCMI, has been made general manager of the Ashland Broadcasting Co., with headquarters at Ashland, Ky. Mr. Newman will have charge of the tri-state area served by WCMI, which has studios in Huntington, W. Va.; Ashland, Ky.; Ironton, O. Warren G. Davis, former manager of WCMI has applied for Navy service.

Brach's Spots

BRACH's CANDY SPECIALTIES Co., Chicago (Swing candy bar), has appointed Sherman K. Ellis & Co., Chicago, as agency. One-minute transcribed announcements and five-minute programs will be placed in 11 markets to start Feb. 15. George Bogart is account executive.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

NEW NBC SURVEY ON DAY LISTENING

SECOND of NBC's two preliminary reports on radio listening habits, titled "A Tale of 412 Cities", was released last week by Charles B. Brown, NBC director of advertising and promotion.

Like its predecessor, issued in December [BROADCASTING, Dec. 28], the study is based on returns from questionnaires mailed last year to 2,100,000 radio homes in the United States, but covers daytime listening in 412 cities of more than 25,000 population whereas the first study reported on nighttime listening.

Charts and graphs show tabulation results, and the brochure includes a complete list of the cities involved in the study, together with the percentage figures of the radio families investigated.

The promotion piece breaks down NBC's leadership in "coverage from within" (where NBC and the "second network" provide local coverage); where neither NBC nor the "second network" has "coverage from within"; in cities where NBC has no competition from within, and in the increase of listener preference in 92 of the largest cities.

Spur Campaign

CANADA DRY Ginger Ale, New York, which curtailed radio advertising for Spur early last year because of restrictions on sugar, recently began a 10-week campaign for that beverage on three New York stations — WHN WMCA WNEW — using from 6 to 10 transcribed announcements weekly. Announcements are also aired on WENR, WIND and WCFL, Chicago, and have been distributed to dealers throughout the country for use on local stations. Agency, J. M. Mathes Inc., New York.

Eveready in Canada

CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries) on Feb. 12 starts a weekly half-hour transcribed program to run throughout the year on a large number of Canadian stations. Account was placed by Locke Johnson & Co., Toronto.

WAVES Name BBDO

BBDO, New York, which handles recruiting for the Navy, has been named by the Navy's Bureau of Personnel to direct publicity and promotion, excluding advertising, for WAVES recruiting. Agency will serve in an advisory capacity, supervising and producing the drive in various media.

$678,024,000.00
Annual income of
WIBW farm families —
a market dominated by
our six - state signal.
Ready to sell for you.

WIBW The Voice of Kansas in TOPEKA

STATION PROBLEMS as well as selling points engrossed attention of this California-Arizona executive trio during recent Hollywood conferences. Problem-mullers are (l to r): Harry W. Witt, Southern California sales manager of CBS; Harold A. Safford, general manager of KOY, Phoenix; Lee Little, general manager of KTUC, Tucson, Ariz.

Code Centralizes Censorship

(*Continued from page 12*)

agency concerned or the Dept. of Justice.

Under Production, the Office of Censorship no longer objects to "local or national war production roundup articles as long as they do not reveal production rate of a specific war product," said Mr. Price. Restricted, however, are collected data on a nationwide scale disclosing production progress or capacity in connection with ordnance, planes, war vehicles, or other munitions.

The section dealing with unconfirmed reports and rumors has been clarified, with caution against reporting, under the guise of opinion, speculation, or prediction, any fact which has not been released by appropriate authority.

Letters from servicemen in combat zones are censored at the source for home and family consumption only, the Code points out in a separate clause under Combat Zone Interviews and Letters. When these letters are used on the air, however, broadcasters are urged to measure the contents in the light of provisions of the Code.

A new clause deals with war prisoners, internees and civilian prisoners. Information is restricted as to the arrival, movements, confinement, escape or identity of military prisoners from war zones. Identity of persons arrested or interned as enemy aliens or of persons moved to resettlement centers also may not be broadcast. Neither may locations or operations of war prisoners or alien internment camps or resettlement projects and place of confinement of civilians convicted of treason, espionage or sabotage, except on appropriate authority.

In this case the War Dept. is authority for information concerning war prisoners or prison camps. For information about resettled persons the project official in charge is authority. The Dept. of Justice is authority for information as to enemy aliens or their camps or civilian prisoners. Broadcasters are urged to make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

Intelligence Section

Military Intelligence, dealing with operations, methods or equipment of counter-intelligence or war intelligence of either the United States or its allies, comprises another new section. Any information regarding available or captured enemy codes, or involving the work of military intelligence, is restricted.

War information originating outside United States territory may be broadcast if its origin is made plain. In any case where vital security is involved, the Office of Censorship asks broadcasters to censor incoming material on the basis of the Code if the information comes only to the United States.

Under the General classification two additions and several clarifications have been made. Broadcast of secret war plans is prohibited. Under the subtitle "Diplomatic Information" the Code includes a provision which restricts advance disclosure of origination points when the President is to broadcast. This was added at the request of the White House. Broadcasters may announce, after official release, the time of Presidential broadcasts but they may not say from where the President will speak.

Reports of forest fires, descriptions of danger areas, weather conditions, and other information concerning possible sabotage, placement of guards, threat to military objectives and extent of smoke clouds are restricted.

Dealing with programs, the Code has been clarified and some additions made. Mr. Ryan particularly stressed the importance of not broadcasting telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgments from listeners. He explained that this restriction might work some hardship on legitimate charitable programs on behalf of the Red Cross, Bond sales and such, but the danger of innocently broadcasting information from enemy agents is too great to permit the practice.

Broadcasters are urged not to suggest radio as a means of instruction in event of an actual air raid. In view of military regulations which provide for radio silence at the scene of an actual raid the Office of Censorship, in concurrence with the Office of Civilian Defense, requests broadcasters not to encourage their listeners, during blackout or air raid tests, to depend on radio for "advice and assistance" in case of enemy attack. No restriction is placed, however, on legitimate news and descriptions after the simulated incidents are over.

"We have found these programs admirably adapted to our schedule." WMVA

• If you have not yet scheduled the ASCAP Radio Program Service, do so at once. You will find these programs a real help in changing music costs into music profits. It is without cost to any ASCAP-licensed station.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

YOU CAIN'T SELL MUCH TO FARMERS (Ky.)

Sure, farmers are in the dough these days — but not Farmers (Ky.)! That's why Farmers and all such Kentucky villages *together* are a mere stalk in the cornfield compared with the Louisville Trading Area. With $610,000,000 in purchasing power, this Area does 17.1% *more* retail buying than the rest of Kentucky *combined!* . . . To fill your silo with sales in the Louisville market, WAVE is the only station you need — the station that gives you complete coverage at lowest cost!

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

XUM

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 6 TO FEBRUARY 12 INCLUSIVE

Decisions . . .

FEBRUARY 9

WCAR, Pontiac—Special service authorization operate 7 a.m. to local sunrise Dec., Feb., March, 250 w., subject to termination if interference arises.

KTBS, Shreveport—CP move auxiliary transmitter; move main transmitter subject to proof antenna capable producing effective field 175 mv/m; installation tower lighting.

KHBC, Hawaii—Renewal license condition install satisfactory antenna, determine power direct measurement on Commission request.

KSRO, Santa Rosa, Cal.—Involuntary assignment license from Ernest L. Finley (deceased) to Ruth W. Finley.

WJHP, Jacksonville, WCOA, Pensacola—renewal of licenses.

KAST, Astoria, Ore.—Extend license 90 days.

WINX, Washington—Waive Sec. 2.53 of Rules, permit operation synchronous amplifier remote control until operators available, but not beyond June 1, 1943; log amplifier daily; operation by a licensed operator at main transmitter.

License Renewals—KFUN KHAS KOOS KVNU KVOS WAIM WBHP WCAT WITH WJNO WLOG WTHT WTOL.

KGEZ, Kalispell, Mont., WGES, Chicago—License renewals to June 1, 1943, and Dec. 1, 1944, respectively.

WSYB, Rutland, Vt.—Approved power of attorney for licensee Philip Weiss, by brother, Jack Weiss, duration service in Armed Forces.

WRUS, Scituate, Mass.—Cancelled special temporary authorization to operate.

FEBRUARY 10

Tennessee Radio Corp., Nashville—Dismiss without prejudice CP new broadcast station, 1240 kc., 250 w., unlimited.

Applications . . .

FEBRUARY 10

NEW, The Crosley Corp., Mason, Ohio—CP international broadcast station, 200 kw., emission A3.

WEGO, Concord, N. C.—Mod. CP, as mod. for new broadcast station, extend completion date Feb. 9, 1943 to March 9, 1943.

WFTL, Fort Lauderdale, Fla.—Mod. CP, as mod. change frequency, increase power, new transmitter, move, DA-N, to extend completion date March 5, 1943 to May 5, 1943.

WSJS, Winston-Salem—Mod. CP, as mod. new equipment, DA-DN, change frequency, increase power, move, to extend completion date March 22, 1943 to June 22, 1943.

FEBRUARY 12

WPAT, Paterson—Transfer control license Frank Falknor, Rex Schepp to Donald Flamm (50%).

WOSH, Oshkosh—Voluntary assignment license Howard H. Wilson to Oshkosh Broadcasting Co.

Tentative Calendar . . .

R. O. Hardin and J. C. Buchanan, d/b as Nashville Broadcasting Co., Nashville—CP 1240 kc., 250 w., unlimited, fac. WXIX (Feb. 15).

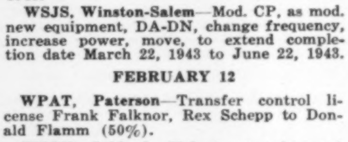
SCOPHONY GRANTS AMERICAN LICENSE

ORGANIZATION of Scophony Corp. of America to handle the "supersonic" system of television developed in England by Scophony Ltd. was announced last week by Arthur Levey, president. Associated with the English company in the new firm are General Precision Equipment Corp. and Television Productions Inc., the announcement stated.

The latter company is a subsidiary of Paramount Pictures which is also a stockholder in Allen B. Du Mont Laboratories, pioneer television research organization and operator of an experimental television station, W2XWV, New York.

Mr. Levey reported that the entry of the firm into American television had been welcomed by FCC Chairman James Lawrence Fly as being in the public interest as offering an alternate system to the electronic one which all American experimenters have utilized. For the present, Mr. Levey said, the company will concentrate on the production of sound locators and other military equipment patented by the parent company which has been producing this type of equipment in England.

Meanwhile, the new company has enough television apparatus for the construction of several sets of the home models, the club or school models and the theatre projection machines, Mr. Levey said, and will demonstrate its method of sight-and-sound reception to interested groups in areas where programs are being televised. S. H. Dodington, chief of Scophony's electrical department, is here to acquaint American engineers with the company's apparatus and methods.



BOB THOMPSON, chief engineer of KOY, Phoenix, is conducting a refresher course on fundamentals of technical radio training.

DONALD CALLAHAN and Stanley Reynolds of the WGN, Chicago, engineering staff, have joined the Signal Corps as civilian technicians.

PAUL CLARK, formerly of the engineering staff of NBC central division, now on active duty with the Army in the South Pacific, has been promoted to Major.

CLIFFORD M. CLARKE has joined the engineer staff of WSAV, Savannah.

TONY VACARRO, Engineer of WHEB, Portsmouth, N. H. has been inducted into the Army.

G. A. (Scotty) MONROE, engineer of WBT, Charlotte, N. C., is in the hospital with injuries received when struck by an automobile Feb. 4. Said to be improving steadily.

DON DANIELS, engineer of KOMA, Oklahoma City, recently enlisted in the Army Air Forces. V. L. Clark, formerly of San Diego, succeeds him.

GEORGE EDWARDS, announcer of KYW, Philadelphia, has resumed his legal name of George Steinhart and joined the engineering staff of WFIL, Philadelphia.

ELMER EISENMENGER, engineer of the NBC Chicago studios, has adopted a girl.

PVT. MAYNARD M. DUVALL, of the Tri-City Network's control room, Lynchburg, Va., has been appointed to the Signal Corps Officer's Candidate School at Camp Crowder. Joseph F. Wright, sales manager of WLVA, Lynchburg, has received his first-class operators ticket and joined the engineering staff.

FRANKLIN H. BISBING has joined the engineering staff of WIBG, Philadelphia.

THURMAN DUKE has joined the technical staff of WBML, Macon, Ga.

WPB to Simplify War Radio Parts

Program Reduces the Types Used In Army, Navy Sets

STANDARDIZATION program for Army and Navy radio parts is under study at the WPB Radio & Radar Division, it was revealed last week, and a plan is being worked out to reduce the component types now in military use.

The program, part of which is already completed, is expected to serve both a military and production purpose, WPB officials say. By providing a single set of military specifications, they point out, it will simplify repair and supply problems in battles zones, since parts would be interchangeable.

More Efficiency

On the production front, standardization will mean greater efficiency, WPB says. Concentrated runs will be possible, and many impediments to swift manufacturing will be removed. For instance, single specifications will mean single tests of parts, and the joint Army-Navy program will permit merging previously segregated inventories.

The program is being worked out by the War Committee on Radio, organized for that purpose by WPB, and headed by Sidney K. Wolf, chief of the Radio Division's components branch. Specifications for the standard parts are worked out through cooperation of Army, Navy officials, prime and sub contractors, IRE and the American Standards Assn.

The committee has already been able to cut types of mica-dielectric capacitors from 10,000 to 2,000, and to slash indicating instrument types from 90,000 to 2,100. At present, WPB says, it has subcommittees studying insulating materials, fixed capacitors, power units, transformers, and batteries.

Sam'l W. Edwards Dies; Pioneer Radio Engineer

SAMUEL W. EDWARDS, member of the consulting engineering firm of Edwards & Martin, died suddenly of a heart attack at his home in Detroit last Tuesday.

A veteran radio engineer, Mr. Edwards had been in radio since 1910. He was with the radio division of the Dept. of Commerce before the creation of the original Federal Radio Commission, and afterward served as radio inspector for the 8th District, headquartering in Detroit. He was one of radio's best-known Government figures. Mr. Edwards was in Government employ as assistant radio inspector and inspector from 1917 until 1932, when he entered private practice. Associated with him was Robert Martin, now a lieutenant-commander in the Navy.

GLEN R. GLASSCOK, formerly of the engineering staff of KOA, Denver, was recently promoted to Lt. Commander in the Navy. Former Manager Lloyd E. Yoder, and former engineer in charge of the transmitter, J. A. Slusser, now holds the same rank.

Network Accoun

All time Eastern Wartime unless

New Business

FOX WEST COAST THEATRES Co Los Angeles, on Feb. 15 starts for weeks Dr. Polyzoides commentary on 4 Lee California stations (KHJ KFRC KDB), Mon., Wed., Fri., 10-10:15 (PWT). Placed direct

UNION OIL Co., of Cal., Los on Feb. 22 starts for 52 weeks *Gen.* *Prescott Barrow* on 9 Don Lee Coast stations, Mon. thru Fri., p.m. (PWT). Agency: Foote, Cone Belding, Los Angeles.

PUREX Corp. Los Angeles (bleach), Feb. 1, for 13 weeks added to Boake ter on 8 Don Lee Pacific stations, Wed., Fri., 9-9:15 a.m. (PWT), KLO, Mon., Wed., Fri., 10-10:15 (MWT), making a total of 10 stations. Agency: Foote, Cone & Los Angeles.

MASONITE Co., Laurel, Miss., on Feb. 24 only, sponsors Army-Navy award ceremonies on 149 BLUE 4-4:30 p.m. Agency: N. W. Ayer & Chicago.

PROCTER & GAMBLE, Cincin (Dash), on Feb. 15 starts Truman ley, newscaster, on 7 CBS Pacific stations, Mon., Wed., and Fri., p.m. Agency: Pedlar & Ryan, N. Y.

BROWN & WILLIAMSON TOBAC Corp., Louisville, on Mar. 1 starts *Farr* on 6 NBC Pacific Coast Monday thru Friday, 7:00-7:15 a.m. Agency: Russell M. Seeds Co., Chicago.

WESSON OIL & SNOWDRIFT Sales New Orleans (Wesson Oil, Snowdrift on March 1 starts Frank Crumit-Sanderson on about 40 CBS stations, thru Fri., 3-3:15 p.m. Agency: & Eckhardt, N. Y.

WESTERN GEAR WORKS, Seattle, Sat., Feb. 6, sponsored Army-Navy award ceremonies on 4 BLUE KJR KEX KGO KECA, 6-6:30 p.m. direct.

PABST SALES Co., Chicago (Blue beer), on March 27 starts *Blue* *Town* on CBS, Sat., 10:15-10:45 p.m. Agency: Warwick & Legler, N. Y.

Renewal Accounts

GENERAL ELECTRIC Co., Schenecta (electronics division, radio and televis department), on March 2 renews *G.E.* *With Frazier Hunt*, adding 10 CBS stations, making total of 61 CBS Tues., Thurs. and Sat., 6-6:15 p.m. Agency: Mason Inc., N. Y.

LUMBERMAN'S MUTUAL CASUALT Co., Chicago (insurance), on Feb. 21 renews for 13 weeks, Upton Close, commentator, on 59 MBS stations, shifting from Sun., 5:15-5:30 p.m. to Sun., 6:45 p.m. Agency: Leo Burnett Co.

LANGENDORF UNITED BAKERI San Francisco, on Feb. 9 renewed for weeks, *Red Ryder*, on 6 BLUE Pacif stations, Tues., Thurs., Sat., 7:30-8 (PWT). Agency: Ruthrauff & Ryan, Francisco.

SKINNER & EDDY Corp., Seattle (ute Man soup), on Mar. 1 renews for weeks, participation in *Breakfast* *Sardi's* on 13 BLUE Pacific stations, thru Fri., 9:30-10 a.m. (PWT). J. William Sheets, Seattle.

Network Changes

PLANTERS EDIBLE OIL Co., San Fran cisco (peanut oil), on March 1 shifts *liam Winter—News Analyst*, on 7 Pacific Coast stations, Mon. thru 12:30-12:45 p.m. to Mon., Wed., 12:30-12:45 p.m. (PWT). Agency: mond R. Morgan Co., Hollywood.

GENERAL CIGAR Co., New York Dyck cigars), recently shifted *Winter—News Analyst*, on 7 CBS stations, Wed., Sun., 9-9:15 p.m. (PWT) to Thurs., 9:30-9:45 p.m.; Sun., p.m. (PWT). Agency: Federal Adv., N.

GILMORE OIL Co., Los Angeles, on 19 shifts *Gilmore Furlough Fun* on 5 Pacific stations Mon. 7:30-8 p.m. (PWT) to Fri. 9-9:30 p.m. (PWT). Ruthrauff & Ryan, Hollywood.

CALIFORNIA FRUIT Growers Exchan Los Angeles (Sunkist), on Feb. 1 ed *Today at the Duncans* on 41 stations, Mon., Wed., Fri., 6:15-6:30 to Fri., 6:15-6:30 p.m. Agency: Cone & Belding, Los Angeles.

SEALTEST Inc., New York (milk, cream), on Feb. 19 shifts West Coast scribed repeat of *Rudy Vallee Show* KFI, Los Angeles, from Fri., 9-9:30 (PWT) to Fri., 9:30-10 p.m. Agency: McKee & Albright, Philadelph

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Experienced Sales Manager—For New England. Must have ability to produce and direct. Permanent connection with established station with network. Possibility of further advancement. State draft status and salary expected. Box 293, BROADCASTING.

SPLENDID OPPORTUNITY FOR EXPERIENCED ANNOUNCER — Seeking more desirable connection. Reasonable deferment preferred. Wire, write, or phone Karl O. Wyler, Gen. Mgr., giving references, date available, starting salary expected. KTSM — 1000 watts — NBC — El Paso, Texas.

Announcer—Copywriter, all around Junior announcer, draft exempt or definitely deferred, excellent opportunity, start $25, New England Network Station. Special Delivery Qualifications. Box. 298, BROADCASTING.

If you are a good all around experienced announcer—with ambition and are draft exempt, a Mutual Station in Massachusetts wants you as Program Director to start a $37.00 with increase as soon as you prove worth. Send your application promptly to Box 299, BROADCASTING.

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 301, BROADCASTING.

Two Announcers—News and ad lib. Send details including draft status, salary and when available. Permanent. KFNF, Shenandoah, Iowa.

ANNOUNCER—State salary requirement and draft status. Apply by letter or in person. WOSH, Oshkosh, Wisconsin.

Combination First-Class Engineer-Announcer—For 250 watt station in good southern town. Best of living conditions. Good salary; short hours. Write Manager, WMJM, Cordele, Georgia.

ANNOUNCER—Mutual and State network affiliate. Play-by play sports experience desirable, not essential. Send draft, martial status, age, salary desired, photo, transcription, how soon available. WCLO, Janesville, Wisconsin.

At Once—Salesman with proven record of sales. If you prove your ability, will be made commercial manager. If you can qualify answer at once. Box 296, BROADCASTING.

Capable Announcer—Well-established New York State network affiliate. Permanent position in aggressive congenial organization at $40 plus talent fees. Gipe full details, draft status and references. Box 311, BROADCASTING.

Wanted — An experienced announcer. WFBC, Greenville, S. C.

Announcer—Experienced — $42 start for regular 43 1/3 hours. Write fully, advising draft status, age, references, duties, and if quality transcription available. Howard Loeb, Manager, WFDF, Flint, Michigan.

Announcer — Give experience, abilities. Permanent. Box 317, BROADCASTING.

WANTED — OPERATOR WITH FIRST CLASS TICKET — If considering changing employers—this progressive station and congenial staff offers opportunity worth investigating . . . Wire, write or phone—stating when available, starting salary expected. KTSM—1000 watts—NBC—Karl O. Wyler, Gen. Mgr., El Paso, Texas.

AT ONCE—If you are working, have a proven background of ability to sell, and if interested in a proposition that would convince you of results after getting facts, answer at once. Box 295, BROADCASTING.

Help Wanted (Cont'd.)

ANNOUNCER-SALESMAN — Man with ideas who can SELL, announce, write copy, operate control board and make himself generally useful in a small station requiring ability. Prefer interview, taking no more chances. Radio Station WFIG, Inc.—Sumter, S. C.

Positions open for two good advertising men—Permanent position, growing business, liberal percentage basis with guaranteed weekly salary for high class, industrious men. Apply L. D. Newman, general manager, Radio Station WCMI, Ashland, Kentucky.

Wanted—Experienced commercial announcer—prefer draft exempt man—write or wire WKBH La Crosse, Wisconsin stating experience and draft status.

Wanted—News rewrite man. Previous radio news room or newspaper experience essential. Prefer Midwesterner. Please send complete particulars, age, draft status, references and desired salary to Box 320, BROADCASTING.

In California—Operator-announcer, 5000 Blue network station. Excellent working conditions, good pay. Box 321, BROADCASTING.

Situations Wanted

ENGINEER—25. First phone, second telegraph. 4F. Permanent. Available now. Please give full details. Box 309, BROADCASTING.

Experienced Station Manager—Must move family to different climate, preferably West Coast. 14 years' experience all phases local and regional station operations. Presently employed responsible position. Interested in making permanent connection with aggressive organization that will pay for results. Will send full particulars of experience and background—A-1 business, character and financial references. Box 314, BROADCASTING.

Experienced Operator—Available in about a month. Address all correspondence to J. M. Wall, 99 Main St., South River, New Jersey.

Program-Production Director, Continuity-Copy Writer—Good at details. 3rd Radiotelephone. Married. 4F draft. Experienced. Anywhere immediately! Box 312, BROADCASTING.

Station or Commercial Manager Available—Experienced regional and local operations, employed, draft exempt, excellent record. Southern station only. Good references. Box 316, BROADCASTING.

Salesman—Four years' network experience. Excellent references, draft exempt. Box 315, BROADCASTING.

NEWS WRITER—Age 38. Bureau Head, fifteen years metropolitan experience. Can double in brass as publicity man. Box 302, BROADCASTING.

NEWS EDITOR—WOMAN—College graduate, now employed 5 kw basic network station—good radio voice—prefer south—available two weeks. Box 305, BROADCASTING.

Transmitter Engineer—Experienced, draft exempt, first phone license, desires change. Permanent. State salary and living costs. Box 306, BROADCASTING.

Announcer—20. Draft exempt two years. Desires job where can attend college. Two years experience. Transcription on request. Box 310, BROADCASTING.

Experienced Musical Director — Desires change. Young lady, good musician, organ, piano, novachord. Employed southwestern regional. Desires position staff artist larger station. Box 319, BROADCASTING.

Situations Wanted (Cont'd.)

AGGRESSIVE YOUNG MAN—With promotional ideas available. Capable of building a station into a community asset. Ten years successful background of versatile radio production, coupled with extensive retail merchandising, advertising and sales-promotion. Box 308, BROADCASTING.

Announcer—Restricted license. 12 years' experience. 3A. Box 304, BROADCASTING.

Announcer—Singer—Recently classified 4F. College trained; network broadcast experience. Box 303, BROADCASTING.

Chief Engineer—10 year station experience, 6 as chief engineer with major network outlets. Available immediately. Desires change because of purely local conditions. 3-A status. References from present employer. Write or wire Box 294, BROADCASTING.

STATION MANAGER AVAILABLE—Can you top present salary of $7500. Eleven years radio. Metropolitan and local markets. 33 years. Married & 2 children. College. 3-A. Excellent references & agency contacts. Box 300, BROADCASTING.

ANNOUNCER—Program, continuity, operation experience of 500W station. Handles news, special events, sports, College, 29, 4F. Box 307, BROADCASTING.

WANTED

Experienced dramatic writer qualified to provide fast-moving action for the high-pressure heroes of serial-type network programs. Excellent creative opportunity. Please write full details.

Box 292
BROADCASTING

Situations Wanted (Cont'd.)

ATTENTION MANHATTAN—And nearby metropolitan stations. If you're a powerful independent or affiliate needing a stand-out newscaster and air-salesman with program-production experience, network background and 4-F classification, offer me opportunity to make $100 a week minimum and I'll join you in two weeks. Transcription. Box 322, BROADCASTING.

Wanted to Buy

Attention Radio Station Owners—Will purchase radio station. Price must be reasonable. References furnished. Box 297, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

RADIO STATION—Preferably in southern states. Whole or part interest. Give full particulars in first letter. Box 318, BROADCASTING.

SALESMAN WANTED

Basic NBC affiliated station located in large midwest city has an attractive opening for experienced radio salesman on salary basis. Give all essential information in first letter, including draft status. Our organization knows of this advertisement.

Address
BOX 318, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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NAB Board Meets Feb. 25-26; Members Attend CAB Sessions

WITH THE Petrillo music situation and other transcendental matters to be considered, the NAB board of directors meets in New York Feb. 25-26 at the call of President Neville Miller. The Roosevelt Hotel tentatively has been selected.

Originally a meeting had been expected in mid-February, but the delay in announcement by the American Federation of Musicians of its proposition for settlement of the recording "strike" resulted in the delay. Other matters to be considered by the board, aside from the overall legislative picture and wartime operations, include settlement of the issue over the 1943 convention.

New Orleans tentatively was selected for the convention, to be held in latter April or early May, but indications have been that a majority of the board favored Chicago, the second choice. There is some speculation about holding a regular convention at all, in view of difficulties of transportation and of procuring accommodations, and the suggestion of the Office of Defense Transportation that only "must" conventions vital to the war effort be held.

President Miller last Saturday left for Toronto to attend the convention of the Canadian Assn. of Broadcasters Feb. 14-17. Other members of the board who have announced their plan to attend are: John J. Gillin Jr., WOW, Omaha; John E. Fetzer, WKZO, Kalamazoo; E. L. Hayek, KATE, Albert Lea, Minn.; and Kolin Hager, WGY, Schenectady. NAB staff members, aside from President Miller, who will address the convention include Lew Avery, director of the NAB Department of Broadcast Advertising, and Mrs. Dorothy Lewis, NAB Coordinator of Listener Activities.

Maizlish in New Post

HARRY MAIZLISH, for six years general manager of KFWB, Hollywood, has been elevated to director of radio for Warner Bros. Pictures Inc. He will continue to manage KFWB, dividing his time between the station and film studios in Burbank, Cal. In complete charge of Warner Bros. diverse radio activities, Mr. Maizlish will act as liaison between the film studios and advertising agencies. All talent and story properties to be used on the air to exploit Warner Bros. films will be handled by Mr. Maizlish in cooperation with Whitney Bolton, studio publicity director. Associated with Warner Bros. for 17 years, Mr. Maizlish became manager of KFWB in October, 1936.

Mr. Maizlish

Downey for Coca Cola

WHEN Coca Cola Co.'s new program *Songs by Morton Downey* started on the BLUE Feb. 8, 117 stations carried the show, indicating that 117 Coca Cola bottlers are sponsoring the series in their respective cities. Arrangement with local bottlers was handled by D'Arcy Adv. Co., agency in charge [BROADCASTING, Jan 25]. Local sponsoring bottlers will be added from time to time. Show is heard five times weekly at 3 p.m.

Dairy Co-Op Plans

AMERICAN DAIRY ASSN., Chicago (cooperative), through its newly-appointed agency, Campbell-Mithun, Chicago, is planning a Sunday quarter-hour commentary presenting the dairy farmers' contribution to the war effort, on either BLUE or NBC. Jack Rheinstrom is account executive. Starting date and time have not been set.

NBC Spot Sales Shifts

IN A realignment of the NBC Spot Sales Department, James V. McConnell, manager, announces the promotion of W. C. Roux to Assistant manager of NBC Spot Sales in charge of sales development. William O. Tilenius continues as assistant manager of NBC Spot Sales with a special assignment to supervise eastern spot sales and local WEAF sales. Richard H. Close, former supervisor of NBC Spot Traffic in New York, has been named sales service manager of the department.

RCAF Radio Spots

DRAMATIZED spots seeking recruits for the women's division of the Royal Canadian Air Force have been placed six times weekly on 25 Canadian stations, scheduled to start Feb. 15. Campaign is handled by Advertising Agencies of Canada, Toronto.

RKO OFFICIAL SEES RADIO, MOVIE UNITY

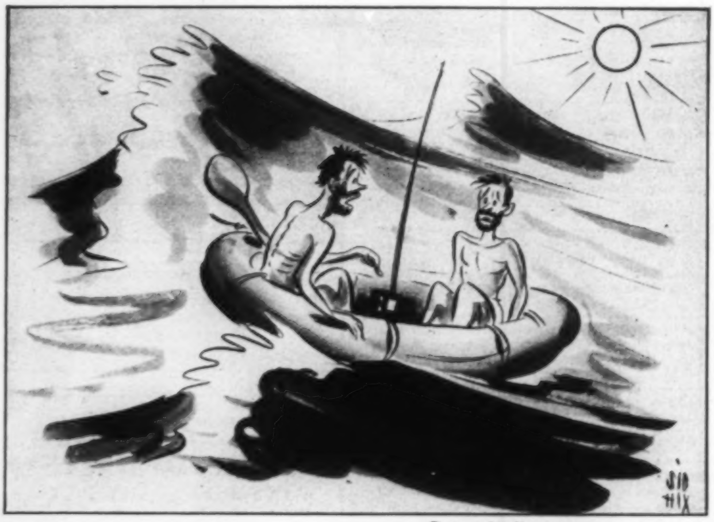
A NEW ERA of cooperative effort between radio and the motion picture industry is seen as a result of the recent joint promotion between WLW, Cincinnati, and RKO Radio Pictures for the RKO release "Hitler's Children", according to S. Barret McCormick, advertising manager and publicity director of RKO. Mr. McCormick was one of the speakers last Wednesday at the luncheon meeting of the Radio Executives Club of New York, at which Roger Baker, director of promotion for Crosley Corp., operator of WLW, served as m.c.

Mr. Baker, after outlining the extensive radio promotion used by RKO through WLW prior to the picture's premiere in 33 cities Jan. 15 [BROADCASTING, Jan. 25, Feb. 1], introduced three stars of the picture, Bonita Granville, H. B. Warner and Ken Smith. A short talk was also given by Gregor Ziemer, WLW commentator, and author of *Education for Death*, book on which the RKO movie is based.

Out-of-town guests at the luncheon included Lt. Col. Tom Lewis, chief of the Radio Section, Information Division, Special Service Division, Washington; Major Irving Fogel, SSD Radio Section in New York; Owen Saddler, KMA, Shenandoah, Ia.; Ken Brown, KOMA, Oklahoma City; William Wyse, KWBW, Hutchinson, Kan.; A. N. Armstrong Jr., WCOP, Boston; Ed Hill, WTAG, Worcester, and Harold Cassel, WGNY, Newburgh, N. Y.

Van der Hoef Raised

MAJ. GEORGE T. VAN DER HOEF, assistant chief of public relations of the Marine Corps, last week was promoted to lieutenant colonel. He continues in his present assignment as assistant to Brig. Gen. Robert L. Denig, director of public relations. Col. Van der Hoef joined the Marine Corps on July 1, 1941, after having served as press and radio director of the Federal Housing Administration. He pioneered the development of Government programs and transcriptions available for local sponsorship.



Drawn for BROADCASTING by Jim Hix

"Let's Call It Quits, Colonel! That's Amos 'n' Andy's Last Program!"

Army Shift Send Major Kent to G

Educator, Capts. Rorke, Bo Leave Radio Branch Posts

TWO IMPORTANT moves involving military personnel in the War Dept. Bureau of Public Relations were disclosed last week.

Maj. Harold W. Kent, editorial director and education liaison of the BPR Radio Branch, has been transferred to G-3, training and education division of the General Staff, as War Dept. liaison with the U. S. Office of Education.

Capt. Hal B. Rorke, Army Air Forces, who has been officer in charge of the Radio Branch's placement section, was made assistant to Col. William Nuckols, assistant to the Director, BPR, in charge of Army Air Forces. Another transfer sent Capt. M. M. Boyd of the Radio Branch to duty with the Army Air Forces in an undisclosed assignment.

Maj. Kent

Capt. Rorke

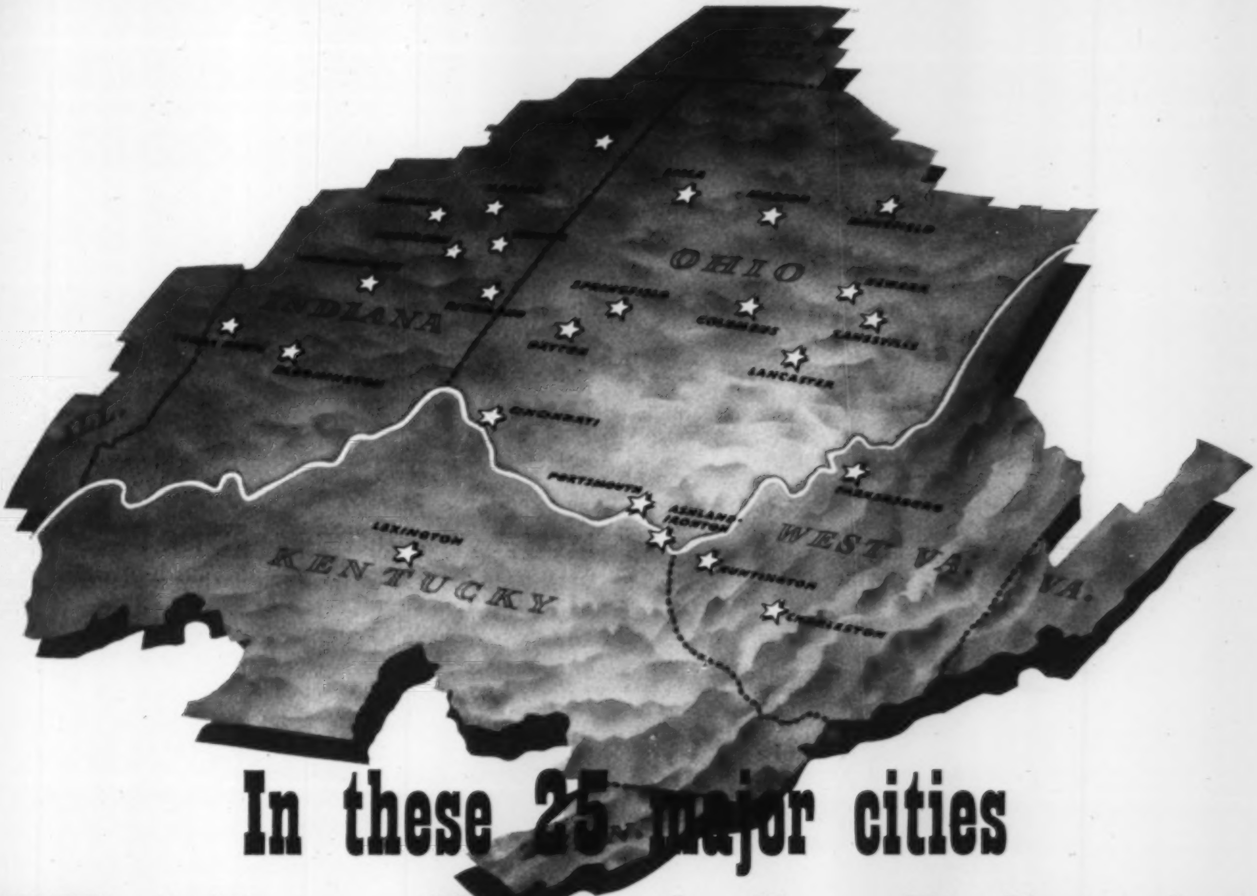
Before being called to active duty in 1941, Maj. Kent was director of radio for the Chicago Public Schools. He is president of the Association for Education by Radio and has been active for several years in education by radio. In his new post he will coordinate the Army's educational activities with the Office of Education.

Capt. Rorke, former CBS New York assistant publicity director and chief of the CBS West Coast publicity office, and Capt. Boyd, former NBC Chicago sales manager, both were attached to the Army Air Forces public relations office until reorganization of the War Dept. BPR sent them to the Radio Branch last fall. Until a successor is named, Capt. Jack Harris, executive officer of the Radio Branch, will take over Capt. Rorke's duties as head of the placement section.

Capt. Eddie Byron, owner of *Mr. District Attorney*, reported for duty last week [BROADCASTING, Feb. 8] to the Radio Branch.

Satevepost Spots

FIRST SPOT campaign for the *Saturday Evening Post* placed by MacFarland, Aveyard & Co. since the agency acquired the Curtis Publishing Co. account and opened a New York office to handle it, started last week in major cities throughout the country. Announcements plug the weekly issues of the *Post* and vary in frequency according to the stations. New York outlets include WMCA WABC WJZ WOR WEAF WHN WQXR WNEW.



In these 25 major cities WLW delivers 48.7% of all radio listening*

...and in the rural areas around them, the listening index averages 2.5% greater

WLW's dominance is familiar wherever the power of radio is known. It is the natural outgrowth of a progressive programming policy (WLW invests three and one-half times as much for programs as the average 50,000 watt station)# . . . a clear channel frequency with the third highest radiation per kilowatt in radio# . . . constantly improved news, agriculture, and public service programs handled by the ablest staff it is possible to assemble.

This dominance is significant in one of the world's largest markets — over twelve million people who buy more drug and grocery products than are sold in the five boroughs of New York and the City of Chicago combined.

**Based on Hooper Mid-Winter WLW Area Rating, 1942; a weighted average figure which does not represent the size of our audience in any one city. Remainder of the audience is divided among fifty-one other stations identified by call letters in the Hooper report.*

# FCC Documents.

WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer—climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. SPECIALTY SALES enables you to maintain dealer contacts or introduce new products at a fraction of the cost for man-power.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY RADIO CORPORATION